

TOURISM AUSTRALIA



# MAKING A SPLASH

**GENERATING PUBLICITY FOR AUSTRALIA**  
A practical guide for working with the media

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# INTRODUCTION

This guide has been created to help you understand what the media is, how it works, and how you can better promote your product or experience through a variety of media channels. It offers an insight into Tourism Australia's media and publicity programs and how you can be involved.

Establishing a good reputation is one of the many important aspects of running a profitable business. How your business is perceived can greatly affect your bottom line. Generating positive publicity is a vital component in establishing and maintaining your reputation.

International publicity opportunities are available in all of Tourism Australia's key international markets. From a journalist visit or pick up from a media release, your product could be exposed to a wide and varied audience of millions or a more select audience who have a direct interest in your product.

Publicity can generate a powerful media endorsement – which acts effectively as a word-of-mouth recommendation. It delivers audiences that are most likely to be interested in Australia, have the available income to travel and are motivated by the type of experience being showcased.

But how do you achieve publicity and what do you need to do for media to take note of your product or experience?



Section 1:

# WORKING WITH THE MEDIA

Some tips to build good media relationships include:

- › Study the media to develop a 'news sense' so you can gain a good understanding of the types of items that are of interest to specific members of the media. Look at what information they present; how they present the information; and determine their audience/readers/listeners.
- › Find out the lead times and deadlines for the media you are targeting – they vary with the type of publication you are targeting. For example, news items for print, radio and television have short lead times and can appear quickly, while feature articles, are planned well in advance, often requiring up to six months of lead time.
- › Get the names of relevant journalists and their contact details, check how they best like to receive media information and keep this list up to date.
- › Always provide accurate information on time.
- › Invite them to your property, restaurant, tour or event when appropriate.
- › Make the effort to get to know your local media as they are often hungry for local news stories.
- › Make contact on a regular basis, once you have established the relationship, but only when you can provide key information.

# WHAT IS PUBLIC AND MEDIA RELATIONS?

One of the most cost-effective ways of promoting your product or experience is by generating publicity through the media.

Public Relations [PR] is when the public, often through the media, notices you. Media relations is the work you do to be noticed and get editorial coverage in the media. It is different from advertising, where you pay for space to promote your business. Media relations is not bought or controlled by you, but by the journalist and their editors. The most resource-intensive part of media relations is the time and effort you put in to making it work for you.

Editorial is perceived to be more credible than advertising, as it relies on an independent source to write about and review your business. It also has the advantage of communicating a greater depth of information than can be included in an ad.

## WHO ARE THE MEDIA?

The media delivers information to the public through newspapers, magazines, television, radio and online. Journalists and reporters are the people who write or present the news and feature stories and editors control the final content.

**Newspapers** are often geographically focused. They can be national, such as *The Australian*, state-based, such as the *Sydney Morning Herald* or *The Age*; and local, such as the *Wentworth Courier*. Sections are generally dedicated to particular topics such as news, sport, business, lifestyle and travel. Travel sections or regular travel columns are of particular interest to tourism marketers. Some newspapers also have free magazines inserts, such as *Good Weekend* or *Sunday Style*.

**Magazines** are usually more topic-specific and targeted at the interests of a particular audience, e.g., women's lifestyle, news and current affairs, food and travel magazines. Magazines are usually weekly, monthly, bimonthly and quarterly, and their editors rely more heavily than newspapers on good pictures and will also devote several pages to particular stories if they are strong enough.

**Online** is the internet. Online refers to content that is published on the internet. The main areas of focus are online editions of existing print outlets, standalone websites, blogs and social

media platforms. User-generated content is a medium which is growing rapidly among the general public (the new self-publishers) and bloggers, who often write about topics centered around specific themes.

**Television** consists of commercial television stations such as NBC, non-commercial stations such as BBC), and pay television such as Foxtel. Each of these stations presents information through a variety of programs encompassing news, current affairs, lifestyle/travel, documentaries, dramas and comedy. Television relies heavily on good visuals to tell a story. Generally, if you don't have a good visual angle to your story, television programs won't be interested.

**Radio** also consists of commercial, non-commercial and community radio stations. Radio provides information to listeners via news, current affairs, and talk back programs. Information is presented in segments as short as 15 seconds or segments lasting five to ten minutes. It relies on brevity and people who are articulate. Normally, interviews are recorded live, however some radio staff will allow pre-recorded interviews if the talent is not available at the specific time requested.

## BUILDING GOOD MEDIA RELATIONSHIPS

Building relationships with the media is important for your business – journalists enjoy dealing with people that can assist them in their work.

Try to familiarise yourself with all forms of media and the different titles or programs within them. It is important to develop an understanding of the difference between news and feature journalists and consumer and trade journalists; they will look for stories that appeal to their audience. A news editor will look for straightforward news stories, such as new information about something that has or will happen; a features editor will be more interested in an in-depth story; consumer media will look for stories that appeal to the public; while trade media will be interested in material that is of interest to the industry.

Section 2:

# GENERATING YOUR OWN PUBLICITY

Publicity is all about generating awareness of your organisation, product or service through non-advertising channels.

You can generate media coverage by sending product information to media contacts at a targeted publication, or by inviting a journalist from that publication to experience your product first-hand.

As part of your marketing program, it is important to develop 'media ready' materials that will encourage a journalist or editor to write a story on your product. Media seek newsworthy stories that are timely, different or unique, have a human interest element or provide eye catching and emotive visuals.

A variety of methods can be used for communicating with the media. The following is some practical information on how to develop media materials and tools for your business.

- › Writing a media release
- › Preparing a media kit
- › Producing a newsletter
- › Using photographs, images and video
- › Using online news centres
- › Answering media queries
- › Holding a press conference or media event
- › Media familiarisations
- › Using social media





# MEDIA RELEASES

Whether you have news for the media, or want to bring their attention to a feature story idea, you have to tailor your information for the relevant audience of each media organisation you are targeting – and put an interesting angle on the story. The best way of letting any media organisation know about your product is to send them a media release.

## Tips for writing media releases

- › Do your preparation, build up and maintain your contact lists.
- › Make sure you have a story, that it is new and it is interesting to the journalist's target audience.
- › Write clearly, concisely and jargon free.
- › Make sure a journalist has your correct details and that you are contactable.
- › Have high-res (1MB) pictures readily available.

## WHAT IS A MEDIA RELEASE?

A media release is a written statement that provides information in a ready-to-publish form that you send to a journalist or editor to make an announcement or inform them of something you would like reported.

The media release is one of the most fundamental PR tools, but it is also easy to get wrong. A well composed media release that explains the 'story', answers practical questions and provides the right type of information, will often make the difference between whether an item is published or not.

Often, and in a matter of moments, editors will judge the newsworthiness and timeliness of your media release for their publication or program, which makes it essential to get the media release right.

## WRITING A MEDIA RELEASE

Preparation is the key to getting the best results. The following tips should help to get you started:

### Before you start to write

- › Make a list of publications and programs that you would like to appear in, that suit your product and service and reach your target audience. This could be the local paper or travel trade publication.
- › Get the names of relevant journalists and their contacts details, check how they best like to receive media information and keep this list up to date.
- › Identify the target media and what type of story will appeal to their audience.
- › Find out their lead times and deadlines – timeliness is important when sending out a media release.

### Media release format

Once you have decided that you have a newsworthy story, identified a journalist who may be interested in it, the deadlines and the tone and style that suits the particular media outlet, the next step is to start writing.

## MEDIA RELEASE STYLE TIPS

When writing your media release, consider the following style tips:

- › Always use clear, simple language and avoid jargon. Explain difficult terms or other background information in notes to editors.
- › Pay attention to grammar, punctuation, capitalisation, spelling out of numbers etc. A style guide can be a useful reference to help you get it right.
- › Spell out abbreviations and names of states. Preferred styles for these differ so much from publication to publication that it is better to spell everything in full to avoid confusion among the media and their audience.
- › Make sure that you have included all relevant information that the journalist will need to know, such as prices, inclusions, validity for any special offers and your full contact details.
- › Copy should be written in third person, i.e., the "he-she" form as in: "he said"
- › The most important tip is to make it as easy for the journalist to understand your story or get in touch with you for more information.

## SUGGESTED MEDIA RELEASE TEMPLATE

### Your logo

### MEDIA RELEASE

Issued: (date)

TITLE (make it brief and attention grabbing but not gimmicky)

The first sentence should be a summary of the whole story – this is the point where a journalist will often decide whether to ditch it or read on. This paragraph should briefly say what happened or is going to happen? Where? (location) When? (date and time here) How? Why? Who is involved?

Give more detail in the next paragraphs. Explain what is unique or new about your story and why their readers will want to know about it. Use facts and statistics to add substance to the story.

You can illustrate your story with quotes to bring it to life. They should be short and repeat the essence of the story. Quotes should not be used to introduce new elements of the story, just to liven up what has gone before.

You should also consider getting quotes from third parties like a local celebrity who has tried your product, as it gives weight to your story. Remember to always get their permission first.

End the media release with a summary of the essential details such as times, dates, the vital information you would like to see in print. Do not use too much detail, save that for notes to the editor below. This paragraph should 'round off' your story.

### ENDS

### NOTES TO EDITORS

1. This is where you tell the editor who to contact for more information or interview requests, as well as images. Always include a landline, mobile and email. Make sure you are available; if the journalist cannot get hold of you for more information you may lose your opportunity;
2. Include a short background on your company, when it started, achievements etc;
3. Include your company name and website;
4. Include opening hours, prices, locations, etc, as appropriate to your story; and
5. You should also state if you have photos ready for use and how to access them.

## DISTRIBUTING A MEDIA RELEASE

Media releases should be distributed with the deadlines of the media outlet in mind. A national magazine is often working three months ahead of its publication date while large metropolitan papers are working within a day or a few hours of going to press. A weekend travel section will be finalised mid-week.

The following tips should be kept in mind when distributing a media release.

- Make sure the release is addressed to the right person at the newspaper/radio station/TV station, otherwise they may not receive it. If you are not sure: mark it for the attention of the person's title, e.g., the Travel Editor.
- Email distribution of media releases is now widely accepted. Where possible, paste your release into the body of an email rather than adding it as an attachment.
- Do not attach hi-resolution images unless you know these are wanted – it is better to say that images are available on request or provide a link to the images at the end of your release.

- Other organisations may be able to assist in publicity if they receive your release such as Tourism Australia or your local State or Territory Tourism Organisation.
- When sending releases by email, use the 'blind copy' (bcc) function to avoid a long list of journalists appearing on each recipient's email and to protect their privacy.

For a fee, there are media agencies that will distribute your information to a wide variety of media. This method saves time and ensures multiple distribution of your release. Australian Associated Press (AAP) for example is a wire service agency which reaches commercial television and radio stations, regional newspapers and the metropolitan dailies.

To make your task easier in contacting the media, several directories are also available which cover major metropolitan, regional and country media including newspapers, radio, television, magazines and newsletters.

The Public Relations Institute of Australia (PRIA) provides a free PR resources section on their website that links to media monitoring and distribution companies. Visit [www.pria.com.au](http://www.pria.com.au) for further information.

# PREPARING A MEDIA KIT

A media kit is a pre-packaged set of promotional materials that is distributed to the media for promotional use. A media kit should give media representatives a thorough background on the topic and provide information in various formats.

They are often prepared when a company or organisation announces a new product or tour, sponsors a major event, is holding a news conference or attending an industry trade show.

A media kit in either hard copy or electronic format could include:

- › Current media releases.
- › Fact sheets about your business and products.
- › A backgrounder on your company's history.
- › Recent awards.
- › Product biography.
- › Executive biographies.
- › Latest brochures.
- › High-resolution images (either on USB or downloadable) of products, company logo, key executives etc.
- › Media contact information.

It is also worth thinking about the kit's presentation – journalists receive a large quantity of information daily – so anything that will make yours stand out will give you an advantage.

Media kits are usually produced in hard copy and presented in a folder as well as an electronic version so it can be emailed to a journalist quickly.

# PRODUCING A NEWSLETTER

Producing a regular newsletter is an excellent way to keep audiences informed, plus they can be used to communicate with both your customers and the media.

Newsletters can vary from an elaborate full-colour publication published on quality glossy paper to an electronic newsletter such as Tourism Australia's Essentials industry e-newsletter.

Newsletters take a bit of planning, as once you have made the commitment to produce one, it should be published consistently and contain content that will interest and appeal to the reader.

Before starting a newsletter, ask yourself the following questions:

- › What is the purpose of the newsletter?
- › Who is the target audience?
- › What type of articles should be included?
- › What is the most suitable format to suit the audience and the budget?
- › How often should it be produced?
- › What regular items should be included?
- › Who can assist with providing articles?
- › How will it be designed?
- › How will the target audience subscribe to the newsletter?
- › How will it be distributed?
- › Are you aware of all the privacy legislation?

### SELECTING CONTENT

The target audience will influence the type of information to be included in the newsletter. The same basic principles apply to any newsletter, whether it's delivered by email or printed on paper: It needs to be attractive, informative and easy to read.

### HOW OFTEN SHOULD A NEWSLETTER BE PRODUCED?

Newsletter frequency depends on a number of factors:

- › How often you have newsworthy and interesting information to communicate.
- › How long it will take you to produce and distribute it.
- › Whether the timeliness of your information is important.
- › What your budget allows.

Newsletters can be weekly, monthly or less frequent, however, what is important is that once the frequency has been established, the publication must be distributed on time. If there is too long a gap between issues, continuity will be lost.

Readers should look forward to the next issue and it should appear at an expected time, such as the first day of the month.

### Tips for producing a newsletter

- › Be clear about who your audience is, and how much they already know about your business.
- › Decide what your newsletter will be named and how it reflects your business and the content of the newsletter.
- › Select articles or news items that will interest, engage and inform your readers.
- › Decide how the design of the newsletter will help communicate your messages.
- › Seek feedback from your readers on the topics or types of articles that interest them.
- › Write clearly and simply with short concise sentences and plain language.
- › Avoid jargon and buzz words that might confuse rather than amuse the reader.
- › Keep articles short and to the point, but long enough to deliver information and maintain reader interest.
- › Use headlines which 'sell' the story.
- › Choose a typeface that is easy to read and whether it will be read in print or online.
- › Avoid using too many different typefaces that will make the newsletter hard to read.
- › Decide whether you will include images in your newsletter and where you will get these from.

# USING PHOTOGRAPHS, IMAGES AND VIDEO

A really good image can make the difference as to whether your story is published or not. Photographs can be one of the most effective methods of communicating the true nature of your tourism experience.

- › Make sure you have a selection of interesting, high quality images ready to send to a journalist on request. Include photographs of key personnel as well as product and scene shots. Investing in professional photography can pay off in terms of publicity, however, if you cannot afford it think carefully about the images you have to 'sell' your product or service.
- › Most magazines will require high resolution images, a minimum of 300 dpi and around 1MB in size. Remember not to email these large files unless they are requested. Often it is best to present them on a USB, or have them in a downloadable format on your website for easy access.
- › Make sure that all images are captioned to explain the content of the photograph, any names of people and any copyright issues or photo credits are clearly indicated. It is important to ensure that you have permission to use any images which are not your own, and that all approvals have been obtained prior to printing. For example if you have access to photographs that a photographer has taken of a guest at your place of business, you will need both the permission of the photographer (copyright) and the guest (model release).

## PHOTO OPPORTUNITIES

A photo opportunity is when you have a special pictorial opportunity that you think would interest the media. It could be the launch of a new product; unveiling of a new service; or visits by a VIP or celebrity.

Photo opportunities need to be well planned and managed. Think carefully about the visual image that you want to see appear and the background to the photograph. The scenes depicted should be interesting but clearly feature your branding.

While the media will most likely want to take their own photographs, it is worthwhile investing in a professional photographer to take some images for you at the event, so that you can send them to media outlets who may not have been able to attend.

## VIDEO

Photo opportunities do not only apply to still photography, they also apply to broadcast media. This usually takes the format of a media interview if it is news, or a more in-depth interview for a feature piece on a travel program. Television also relies on a strong visual element, and may not run an otherwise newsworthy item if that element is lacking.

If you have a celebrity endorsing your product or service you should check and encourage them to hold interviews with broadcast media. You should prepare some key statements for your celebrity to use about your product during their interviews, they should also be the key messages reflected in any media release. Don't forget to mention your product at any opportunity.

## Tips for submitting images to media

- › Think carefully about your target market for your photographs.
- › Show off your best assets, such as your best views.
- › Consider using people in your photography to bring it to life.
- › Ensure that images cannot be misinterpreted, for example, don't picture something that you later cannot offer, you will only disappoint a potential client and open yourself up for negative publicity in future.
- › Remember to update your images regularly.



# USING ONLINE NEWS CENTRES

The Internet is a very effective method of communication, which journalists use when researching their stories.

If you have a website for your business, consider broadening its use as a marketing tool by building a separate news centre.

To make your website media friendly consider the following:

- › Create a dedicated online news centre or media area on your website. Online news centres save time and money as you can simply direct a journalist to your website where they can access all your press materials and photographs.
- › Make sure your website is accurate and contains up-to-date information. Clearly show the date each section was last updated.
- › Some businesses have a news centre as a section on their main site, visible as a link on a menu bar or other form of navigation. Some build entirely separate sites just for the media.

## WHAT TO INCLUDE IN YOUR ONLINE NEWS CENTRE:

- › Current press releases and e-newsletters.
- › An archive of older press releases in chronological order.
- › A media kit in downloadable format.
- › Company fact sheets, biographies and profiles, research papers and awards.
- › Event information.
- › Downloadable high-resolution photographs of your product, executives, and other artwork and graphics. Photographs should be at least 300 dpi for publication and ensure that there are instructions for downloading the images and any copyright issues are clearly indicated.
- › Video clips, if they help to convey information easily, on links to YouTube.
- › Search tool to make it easy for journalists to find exactly what they want.
- › Your full contact details including name, address, telephone number and email address, and contact information for your PR representatives.

## Tips for an effective online news centre:

- › Don't force journalists to register or sign in for access. Make life as easy as you can for them.
- › Offer the opportunity for journalists to enter their email address if they wish to be kept updated of your latest news.
- › Your presentation to the media must be highly professional, and the ease of navigation and logical flow of the news room are the most important features.
- › Look at news rooms on other websites for ideas of what works well.

# ANSWERING MEDIA ENQUIRIES

One of the keys to good public relations is to always be available and responsive to the media if they contact you. If a journalist phones or emails you try to respond to them as soon as possible, even if it is to acknowledge that you have received their request. Answering a media call a week later is a sure fire way to miss a good publicity opportunity, or if you have promised to send material to a journalist, ask them how soon they need the information and make sure that you send it when you say you will.

While it is not always possible to be immediately available to take media calls, being responsive and calling them back on time will enhance your relationship with the media. If it is taking longer than you expected to get the information they need, let them know.

When answering a phone enquiry from a journalist:

- › Keep a note of the enquiry.
- › Establish exactly what the journalist needs, e.g., a quote or comment, background info, copy of brochures, or photographs, and be specific so you can deliver what they want.
- › Check their deadline and how they want the information delivered, e.g. verbally or emailed.
- › There is really no such thing as an “off-the-record” comment, so be careful and only talk about what you want to see in print or broadcast. Think about how you can use the enquiry to positively promote your messages.

If you are asked to record an interview for radio or television, either live or pre-recorded, find out all the details such as the context, questions, what time, whether it will be one-on-one or as part of a panel or group; who else will be interviewed, name of the interviewer and the location -whether it will be by phone, in the studio or at your premises.

Journalists are often under a lot of pressure when they are on deadline. Do not be pressured by a journalist, and always remain calm and polite.

# HOLDING A PRESS CONFERENCE OR MEDIA EVENT

Another method of making an announcement is to conduct a press conference or media event. Press conferences are usually only used when there is a major announcement to make that will appeal to a wide cross-section of the media including both print and broadcast.

It is often difficult to get media to attend these events these days, unless the announcement is significant.

Significant announcements could include topics such as the introduction of new flights; a major financial undertaking; or the opening of a new facility – the launch of a new website or hotel refurbishment is usually not significant enough to warrant a press conference.

Press conferences also take a lot of planning and time to make sure they are successful and it may be worth investing in a professional public relations specialist who is experienced in these types of events to advise you.

An alternative may be to host some targeted media to a function, such as a lunch or cocktail party, where you can meet and talk to journalists in a more relaxed context. Make sure that you send out your invitations well in advance and follow up just before the event to make sure they are still attending.



# MEDIA FAMILIARISATIONS

Offering media familiarisation (famil) trips (free of charge or heavily discounted to the journalist) to sample your property, product, service or event can be a very effective means of generating publicity.

In return for participating in a famil trip, a journalist may produce a travel feature in magazines or newspapers or a travelogue for a TV program, both of which would often be cost-prohibitive in advertising dollar terms.

An invitation to attend a famil should be sent to a journalist along with background information explaining what it is you want them to experience. If a journalist does accept a famil, they will want to experience your product as an ordinary consumer does.

You don't need to escort the journalist through the entirety of the famil. Give them some time to experience the product or destination by themselves as an ordinary consumer would. Set aside an hour at the end or beginning of the visit where you can meet with them and answer any of their questions or provide them with further information.

Journalists taking part in a famil are under no obligation to write or televise a story resulting from a famil trip or to guarantee content.

## HOSTING MEDIA – HOW TO MAXIMISE A VISIT

When you host journalists, it can be tempting to put them in the best room and provide them with extras that are not provided to other guests. This can lead to disappointment for other guests if they read about extras that are not available to them when they visit. Journalists will usually want to experience your product as everyone else does.

- Highlight your unique selling points – but avoid exaggeration, as this may only lead to disappointment and bad feeling if a journalist arrives and feels let down.
- Be friendly and helpful, but not over-eager. Journalists do not, for example, need to see every room in a hotel to get a feeling about its atmosphere. Give them space to enjoy it on their own.
- Inviting a journalist to experience your product does not place them under any obligation to write about it. However, if it is worth writing about it is most likely that they will. Sometimes articles can take some time to be published, and may not appear for up to six to twelve months after the visit.
- Make sure you have the relevant media information available, such as background information, prices, website address and images they can use in their articles.

# USING SOCIAL MEDIA

Businesses use social media platforms to make themselves more accessible, more personable and build long term relationships with their target markets.

For a small business in the travel or tourism industry, social media can be a powerful tool in generating positive conversations and referrals about your product or service.

## **SOCIAL MEDIA CHARACTERISTICS:**

### **Participation and Openness**

Social media encourages users to participate in conversations, share comments and give feedback. It blurs the line between media and audience. Instead of the media simply broadcasting a story to the public, social media gives consumers the opportunity to create their own content and share their opinions directly with their networks.

### **Immediacy**

While the lead time for traditional media can be days, weeks or even months, social media produces virtually immediate responses and can be a very effective means of distributing information in a crisis. For example, many major airlines use social media as a key communications tool to update passengers about flight disruptions or crises.

### **Community**

Social media allows communities to form quickly and communicate effectively. Communities share common interests, such as a love of photography, travel or a favourite TV show.

## **POPULAR SOCIAL MEDIA PLATFORMS**

### **Social networks**

These sites allow people to build personal web pages and then connect with friends to share content and communication. Facebook, Twitter and Instagram are popular examples.

### **Blogs**

Blogs are online journals usually written by one person or a small team, with entries incorporating video, photographs, comments and other multimedia content. Some blogs are hugely influential and read by hundreds of thousands of people.

### **Twitter**

Bite-sized blogging, where small amounts of content ('updates') are distributed online.

### **WeChat**

App with more than 400 million Chinese users. Products with strong Chinese business should consider using the app to reach consumers. Commercial businesses need to be registered in China to utilise the platform.

### Content communities

Communities which organise and share particular kinds of content. The most popular content communities tend to form around photos (Instagram, Pinterest), bookmarked links (reddit) and videos (YouTube).

### Location-based social networks

Allow users to 'check-in' or tag themselves in specific locations to notify friends about where they are, whether it be a restaurant, hotel, holiday destination or airport. Social media platforms such as Facebook and Instagram have location features.

Check out our website for more information.

### SOCIAL MEDIA TIPS

One of greatest benefits of social media is its immediacy. Updates provide real time information to anyone interested in your product. Interesting facts that aren't major enough for a media release, could be used for updating your social media networks. While sharing your latest deals is a start, even better would be to post updates that entice visitors by sharing the experience of your product. In all instances, social media posts should inspire and contribute to the community, not spam them with unwanted advertisements.

By regularly updating and engaging with your social networks with relevant information, you will stay top of mind when consumers are looking for a holiday.

### Social media handy hints:

- › Be responsive to your followers or fans. If someone asks a question via social media, be helpful and answer them quickly.
- › Use TripAdvisor – remember to thank guests for their positive comments and respond quickly to any negative ones.
- › Start conversations using friendly, informal and open language. Ask open-ended questions and run opinion polls to inspire discussion about your product.
- › Offer exclusive deals or discounts for your social media followers – such as a 20% discount if you mention our Facebook page.
- › Use social media to run creative competitions – such as upload your favourite beach holiday photo to win a weekend in the Whitsundays. Encourage fans to share their content with you and refer your product to their friends.
- › Create a small quirky video showcasing your property, tour or restaurant. Keep it short, simple and entertaining to ensure that your social media fans will enjoy watching it and want to share it with their friends.
- › Remember video content can be shared on YouTube, Facebook, Twitter, your own website and many other online platforms.
- › Make it easy for customers to find you online by listing your business on Google Places.
- › Put your best foot forward by only posting your highest quality images and videos.

## NEXT STEPS

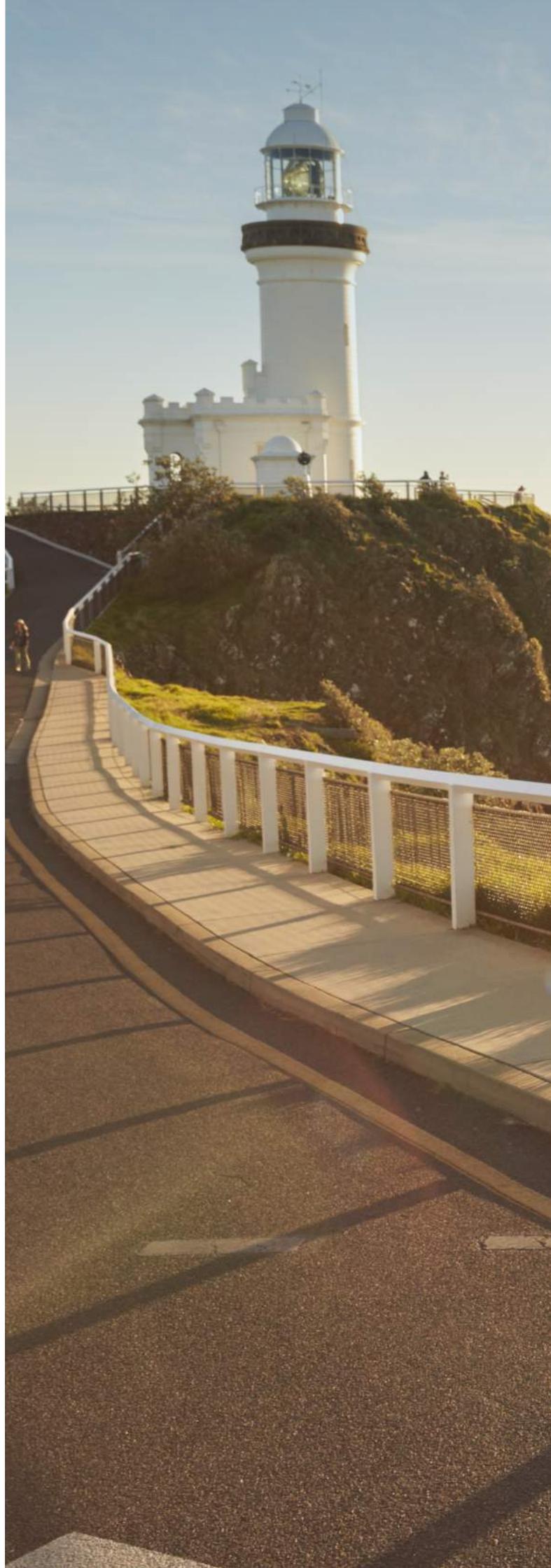
Reading a positive article about your business, seeing pictures of your product in a publication and/or on television or hearing yourself on radio for the first time can be exciting and rewarding.

Once the story appears, it is easy to think phone calls for your business will come flooding in and for some it does generate a big boost in sales. But for how long?

One good burst of publicity does not make a business, it just adds to it. Never expect publicity to be the sole generator of your business. Be mindful that publicity is one element of an overall marketing plan and that it should complement your total mix of marketing/business strategies.

It is important to continue to develop media contacts, hone your skills and try to develop stories that communicate fresh angles about your business. Some tips to keep in mind:

- › Do seek paid help from a journalist or public relations consultant to tap into their specialist knowledge and network of suitable contacts.
- › Do not expect all stories about your organisation to be 100 per cent favourable. Articles, radio and television presentations that are favourable on balance should be regarded as a plus for the organisation.
- › Do keep a sense of perspective – a refurbished set of hotel bedrooms might not be news, however building a spa on the roof or in an old dairy barn might be.
- › Do not be offended if your story is not used. There is a great deal of competition for media coverage.
- › Think carefully about what story angles and products might interest different publications and submit information that communicates your message in clear and simple language.



Section 3:

# TOURISM AUSTRALIA PUBLICITY PROGRAMS

Developing and maintaining relationships with editorial media is an integral part of Tourism Australia's marketing activity. The coverage that is generated by journalists around the world about Australia and Australian tourism products helps to keep our country top of mind with potential visitors and inspires them to travel to our country.

Tourism Australia's Global Public Relations team works with all levels of the Australian tourism industry to generate inspirational publicity about Australia in the world's print, broadcast and online media via the International Media Hosting Program, Global PR campaigns and the Australian Stories media newsletter. We also generate influential word-of-mouth commentary through a range of cutting-edge advocacy programs.

These activities complement and add depth to global marketing programs by increasing the awareness and knowledge of Australia through various media channels globally.



# INTERNATIONAL MEDIA HOSTING PROGRAM

Based on the principle that journalists can produce more motivating and detailed coverage if they actually experience a destination or product, the International Media Hosting Program (IMHP) brings top-tier, accredited international journalists to Australia to experience our country and your product or service first-hand.

Each year up to 1,000 accredited print and broadcast journalists and film crews are selectively invited to visit Australia. Every journalist that visits is invited on the basis of their ability to deliver the right messages to the right target segment in their country of origin. They may travel individually, with a photographer, or as part of a larger media group. They are carefully chosen as part of an annual strategic media plan, according to the needs of each overseas market.

The IMHP provides opportunities for the journalists to participate in the most compelling Australian experiences including: our Aboriginal culture; nature; outback; coastal lifestyle; food and wine; major cities; and journeys. Further, we try to ensure that they meet everyday Australians, that they immerse themselves in our lifestyle, and that they revel in our culture and environment.

Our goal, to generate positive media coverage, is fulfilled annually by thousands of articles and social media posts, complete with stunning photography.

We also bring leading broadcast channels and production houses to Australia who create hours of coverage generated from “live” morning shows, competitions and reality travel programs through to in-depth documentaries.

The GPR team works closely with the State and Territory Tourist Organisations to coordinate and support media visits to Australia, and ensures their visit and resulting publicity is aligned to Brand Australia and conveys the messages and image we want to communicate to potential visitors.

International media organisations may also pay to send their own journalists if they want to cover a particular story or event in Australia, and Tourism Australia will often provide assistance, guidance and contacts in these cases.

# ADVOCACY

Through our Advocacy Program, Tourism Australia works with local and international opinion leaders to share Australian stories and create exciting word-of-mouth “buzz” about Australian destinations.

The Advocacy Program works on the principle that word-of-mouth (via sources that are credible, reliable and motivating) can be the most honest and effective form of marketing. It builds upon people’s natural desire to share their holiday experiences with family, friends and colleagues.

Tourism Australia has established an influential network of international celebrities and advocates, known as the Friends of Australia, who work closely with Tourism Australia to create branded content and use their influence to promote Australia within their networks.

We have also harnessed the power of advocacy in the digital space. Our Facebook page, is one of the largest destination pages in the world.

Our social media has an outstanding global reach, and is considered a valuable platform to stimulate positive conversations about Australia and gain advocacy through user-generated content. We encourage followers to use the hashtag #seeaustralia on tag @australia to share their stories and pics and inspire discussion about Australian holidays.

The aim of our exciting Advocacy approach is to extend Australia’s incredible storytelling potential into channels that traditional marketing and public relations programs cannot reach. This combination of social media and the influential voice from authentic Australian advocates has provided an inspiring connecting platform for Tourism Australia to engage and motivate our key audiences.

# BUSINESS EVENTS AUSTRALIA

Under the Business Events Australia brand, Tourism Australia raises awareness and consideration of Australia's quality business events product offering and delivery of both association and incentive events. Activity includes brand and content marketing, educational visits, trade engagement and events that allow the Australian business events industry to meet with qualified buyers to grow their business.

## BUSINESS EVENTS GLOBAL MARKETING COMMUNICATIONS PROGRAM

Our business events global marketing communications program delivers content, brand presence and partnership marketing in key international business events markets, reaching media and the target audience. This activity includes print, digital, social media, public relations, direct marketing, brand and content.

Tourism Australia provides several opportunities for industry to become involved.

- › Send us information on your business events product which can be communicated via a global strategy dedicated to showing why there's nothing like Australia for business events.
- › Share product information, videos, fact sheets, images, case studies and itineraries with us to create content including feature stories for a global business events audience.
- › Let us know about upcoming events attracting international delegates. These can be used to highlight Australia's performance as a business events destination through case studies, articles and social media.
- › Share your business events news and event success stories with a global business events audience by tweeting **@MeetinAustralia** or using the **#MeetinAustralia** hashtag.
- › Send information and news on your business events product or experiences to **bea@tourism.australia.com**

# HOW TO GET INVOLVED

## GLOBAL PUBLICITY

If your tourism product or service delivers a quality travel experience, we'd like to hear from you as we may be able to assist you in publicising your product internationally, for example through our Australian Stories newsletter.

Email us your media releases, product updates, story ideas and photographs so that we can update the world's media on the latest developments.

Media releases and photographs emailed to: **internationalmedia@tourism.australia.com**

## IMHP PARTICIPATION

If you would like to participate in the IMHP please contact your local State, Territory or Regional Tourist Office in the first instance. A contact list is provided in the next section.

Tourism Australia works closely with the State and Territory Organisations to host the international media. National operators should contact the International Media Relations team directly.

## ADVOCACY

You can join in our social media conversations by visiting:

**www.facebook.com/seeaustralia**

**www.twitter.com/australia**

If you would like more information on our Friends of Australia program, please email **friendsofaustralia@tourism.australia.com**

## Section 4:

# CONTACTS

### TOURISM AUSTRALIA

#### Global Public Relations

GPO Box 2721, Sydney NSW 1006

**Tel:** +61 2 9360 1111

**Email:** [internationalmedia@tourism.australia.com](mailto:internationalmedia@tourism.australia.com)

**Web:** [www.tourism.australia.com](http://www.tourism.australia.com)

**Media website:** [www.tourism.australia.com](http://www.tourism.australia.com)

**Publicity website:** [www.coverage.australia.com](http://www.coverage.australia.com)

### STO CONTACTS

#### Visit Canberra

1 Constitution Ave, Canberra ACT 2601

GPO Box 158, Canberra City ACT 2601

**Tel:** +61 2 6205 0666

**Fax:** +61 2 6205 0629

**Email:** [visitcanberra@act.gov.au](mailto:visitcanberra@act.gov.au)

**Web:** [www.tourism.act.gov.au](http://www.tourism.act.gov.au)

#### Tourism Northern Territory

Level 1, Alice Plaza, Todd Mall

Alice Springs NT 0870

PO Box 2532, Alice Springs NT 0871

**Tel:** +61 8 8999 3900

**Fax:** +61 8 8999 3888

**Email:** [media.tourismnt@nt.gov.au](mailto:media.tourismnt@nt.gov.au)

**Web:** [www.tourismnt.com.au](http://www.tourismnt.com.au)

#### South Australian Tourism Commission

Level 3, 121-125 King William Street

Adelaide SA 5000

GPO Box 1972, Adelaide SA 5001

**Tel:** +61 8 8463 4500

**Fax:** +61 8 7421 0200

**Email:** [PRPublicationsSATC@tourism.sa.com](mailto:PRPublicationsSATC@tourism.sa.com)

**Web:** [www.tourism.sa.gov.au](http://www.tourism.sa.gov.au)

#### Destination New South Wales

Level 2, 88 Cumberland Street, Sydney, NSW 2000

GPO Box 7050, Sydney, NSW 2001

**Tel:** +61 2 9931 1111

**Fax:** +61 2 9931 1490

**Email:** [sydneymedia.info@dnsw.com.au](mailto:sydneymedia.info@dnsw.com.au)

**Web:** [www.destinationnsw.com.au](http://www.destinationnsw.com.au)

#### Tourism and Events Queensland

Level 10, 30 Makerston Street, Brisbane QLD 4000

GPO Box 328, Brisbane QLD 4001

**Tel:** +61 7 3535 3535

**Fax:** +61 7 3535 5438

**Email:** [info@queensland.com](mailto:info@queensland.com)

**Web:** [www.teq.queensland.com](http://www.teq.queensland.com)

#### Tourism Tasmania

Level 3, 15 Murray Street, Hobart 7000

GPO Box 399, Hobart TAS 7001

**Tel:** +61 3 6165 5334

**Fax:** +61 3 6230 8353

**Email:** [media@tourismtasmania.com.au](mailto:media@tourismtasmania.com.au)

**Web:** [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)

#### Tourism Western Australia

Level 9, 2 Mill Street, Perth WA 6000

GPO Box X2261 Perth WA 6847

**Tel:** +61 8 9262 1700

**Fax:** +61 8 9262 1702

**Email:** [media@westernaustralia.com](mailto:media@westernaustralia.com)

**Web:** [www.tourism.wa.gov.au](http://www.tourism.wa.gov.au)

#### Visit Victoria

Level 32, 121 Exhibition Street, Melbourne VIC 3000

GPO Box 2219T, Melbourne VIC 3001

**Tel:** +61 3 9653 9777

**Fax:** +61 3 9653 9722

**Email:** [destinationpr@tourism.vic.gov.au](mailto:destinationpr@tourism.vic.gov.au)

**Web:** [www.tourism.vic.gov.au](http://www.tourism.vic.gov.au)

#### Disclaimer

The information contained in this document is intended as a guide only. It is advisable to seek professional advice from a Public Relations specialist to assist you in developing a public relations program for your business.

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