

## TOURISM AUSTRALIA VISIT NORFOLK ISLAND



The Office of the Administrator, in partnership with Norfolk Island Regional Council, welcomed a VIP family of Tourism Australia's senior executives on Norfolk Island 5 – 10 March 2021. The family was organised by and escorted by Jonica Paramor and Svetlana Jovanovic from The Unique Tourism Collection.

The purpose of the trip was to assist Norfolk Island's future tourism promotion and development by bringing to the island senior representatives from Tourism Australia along with an external journalist and a content creator. This senior group of Business Unit Managers (Industry Relations, Social, PR and Content) visited to gain a deeper understanding of Norfolk Island as a destination and gather new imagery and content to be used across their various assets to promote Norfolk Island as one of the many Australian tourism destinations.

Family Group:

- Dominic Mehling – Industry Relations Manager, Tourism Australia
- Lauren Caverley – Publicist, PR and Social, Tourism Australia
- Georgie Johnson – Social Media Executive, Tourism Australia
- Allie Metz – Global Content Producer, Tourism Australia
- Michael Turtle – Journalist (External)
- Rian Cope – Content Creator (external)

On Monday 8 March, the Tourism Australia (TA) team hosted a special workshop to update the local industry on TA activities and campaigns and talked about how to work with them more effectively. Thank you to all business operators who attended the workshop to absorb valuable information about the relationship between TA and Norfolk Island.



Tourism Australia have over 16M social media followers (18% Australian and 82% Global) While on island, TA posted on Facebook and Instagram a drone shot featuring Emily Bay, which reached 1.5M people within 24hrs and has had over 120,000 reactions and 1,300 shares.

Some of the 'Top Tips & Tricks' to engage TA are:

- Ensure your posts are timely and seasonal (drives a sense of urgency)
- Images should be full of vibrant and appealing colours (but not obviously edited)
- Have strong sense of place (help sell a destination/experience)
- Spark creativity (give TA and their followers a story to tell)
- Images should be square or vertical (optimised for mobile)
- Focus on any of the TA three pillars – Natural Beauty / Native Wildlife / Culture
- Make sure you use #seeaustralia or #holidayherethisyear
- Tag TA in your photos or videos @australia
- Include your local destination with #norfolkisland and @norfolk.island

Visiting the Visitor Information Centre - Georgie, Lauren, Dominic, Allie (left to right):



Rose Evans  
**TEAM LEADER TOURISM & HERITAGE**

12 March 2021