Sydney Harbour
A guidebook to making the most of your Landscape Positioning

AUSTRALIA’S NATIONAL LANDSCAPES PROGRAM
Think of Sydney Harbour 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 Sydney Harbour’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.

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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 and/or hospitality establishments
- retail businesses
- tourism or discovery centres
- Aboriginal groups and/or businesses
- local councils
- state and/or federal government agencies
- environment groups and/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.
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?

Research conducted by Tourism Australia found that 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 Landscapes Program [click here](http://www.tourism.australia.com/nl) to download the flyer.
How will this benefit tourism in Sydney Harbour?

Let’s rephrase that question: Why should you align your business with Sydney Harbour 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 Sydney Harbour 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 Sydney Harbour a must-do destination when visiting Australia.

Deliver those experiences and your Experience Seekers will tell the world!
What makes the Sydney Harbour Landscape unique in the world, not just Australia?
The first step involved locals distilling what Sydney Harbour 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 Sydney Harbour 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 Sydney Harbour. 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 Sydney Harbour

When you visit Sydney Harbour Landscape, you can’t help but begin a deeply personal (loving) relationship with Australia.

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 the target market will understand what it is that makes your Landscape unique.

'Spellbinding' means providing your visitors with the opportunity to become enchanted by this Landscape and its stories.

Think about the first time you came here. Think about what you love about this place, why you choose to be here. What makes Sydney Harbour so special to YOU?

Your passion is contagious. Tell visitors your stories. Share your experiences. Because that’s what they’re seeking.

THE ESSENCE OF SYDNEY HARBOUR IS ‘SPELLBINDING’
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 the landscape of Sydney Harbour is unlike anywhere else in the world.

AN ANCIENT CULTURE
Ancient Aboriginal cultural heritage meets contemporary expressions of culture in Sydney Harbour. Early rock engravings, middens and scarred trees contrast with modern expressions through dance, cuisine and art; weaving a vibrant tapestry of Dreaming and demonstrating a continuing connection to Country.

AUSSIE COASTAL LIFE
There are so many opportunities to explore the coastline, including visiting renowned beaches, going scuba diving, fishing and whale watching, discovering blowholes, visiting the maritime museum and camping by the beach at The Basin in Ku-ring-gai Chase National Park.

WORLD HERITAGE
The Sydney Opera House, an international icon joins Hyde Park Barracks, Cockatoo Island and the Old Great North Road in representing outstanding universal values of World Heritage listing.

NATIONAL PARKS
Sydney Harbour is surrounded on three sides by the diamonds of Royal, Ku-ring-gai Chase and Blue Mountains National Parks, some of the world’s oldest parks and places that are perfectly reflective of the images of our nation the world over: gum trees, sandstone outcrops, wildflowers, wild oceans, beautiful beaches, and iconic wildlife.

FORMING THE LANDSCAPE
The landscape of Sydney Harbour started forming between 190 and 225 million years ago when Australia was part of the Gondwana supercontinent. Port Jackson came into being about 6000 years ago with the flooding of the Parramatta River valley.

DISTINCTIVE HARBOUR
Fingers of land rest into a sea drawn in and out of a harbour as though it were an aquatic lung. The smells, sounds and sights of life are evident.

THE GATEWAY
The entry to Port Jackson, one of the world’s finest harbours, is marked by North Head and South Head. Selected as the location for Australia’s first European colony, it became the cradle of (modern) Australian society.

BEACH CULTURE
From Max Dupain to Ken Done and Brett Whiteley the Australian way of life has been defined by the iconic atmospheres of the many harbour and surf beaches in the landscape.

When you visit Sydney Harbour Landscape, you can’t help but begin a deeply personal (loving) relationship with Australia.
Building your business on Sydney Harbour’s Landscape Positioning
Your competitive advantage comes from turning this Landscape’s point-of-difference into the EXPERIENCE you provide for 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 will post a photo on Facebook straight away and still be talking about their experience 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 ‘spellbinding’ 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 Seekers 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 on or around Sydney Harbour 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 in the diagram below, 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 that is available to everyone. The goods are the tangible products we can sell based on the commodity. The products and commodities enable you to add services. Products, commodities and services provide opportunities to create an experience.
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 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, weather and 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)
Sydney Harbour 16

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 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 natural environment to a charming bed and breakfast experience. Communicating disarming might be as simple as having a social chat with a customer while they’re checking in or if it could the friendly, down-to-earth way your staff put your guests at ease around your property.

You might like to help your visitors feel that sense of community by hosting evening get-togethers or creating a space for them to meet and talk about their day. Another way to help them be surprised is by providing a sprig of the local flora on their pillow to greet them after a long day out on the beach or walking in the bush.

While you’re probably already doing this, you might like to pair up with tour operators or conservation organisations to package experiences. Think seductive, sensual and relaxed. You’d be surprised at just how many Experience Seekers are prepared to pay for tailor-made tours that enable them to get involved in, or contribute to local environmental work.

Ensuring your tourism business has independent environmental accreditation sends a strong message to visitors that you’re committed to sustainable business practices and operate to world’s best practice standards.

**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 ‘spellbinding’ – as you hand them a brochure or tell them a beguiling story about what happened last time you visited that particular beach or inlet.

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. Have a notice board where visitors can share their travel stories and contact details.

**TOUR OPERATORS**

For Experience Seekers it is vital that the experience is authentic and provides a sense of what the local environment is like to live in. The concept of ‘spellbinding’ can help you create and deliver amazing experiences.

There may be an opportunity to plan the itinerary around the concept ‘spellbinding’ by simply creating product options. This might mean including an opportunity to hear an informal talk from a friendly ranger, teaching them to catch a fish or organising a spellbinding kayak tour through the inlets at sunset.

Timing and interpretation are 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 they will be ‘spellbound by’ on the tour today. Explain what they might feel or sense when they are swimming, hiking, and discovering native animals.

Eco Certification is a great mechanism to help you deliver high-quality and innovative tourism experiences with its practical guide to ecologically sustainable practices and cultural responsibility. Eco Certification also helps visitors to choose genuine and authentic tourism experiences, providing an opportunity to learn about the environment with an operator who is committed to achieving best practice, contributing to conservation of the environment and helping local communities.
Make it seductive, make it energetic. That’s spellbinding. That’s Sydney Harbour.

RETAIL, FOOD AND BEVERAGE

Food and local produce is an integral part of ‘word-of-mouth worthiness’. Be as natural as you can with your menu; create tastes exclusive to your Landscape with seasonal dishes and lots of local produce. Your guests will feel a sense of being spellbound comes when they do something themselves. Why not invite them to participate in a cooking class, featuring the catch of the day or other regional produce?

Consider stocking, or become a retail outlet for locally made products, wines and crafts. Another idea is to display 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 – whether a business down the road or in the next town. If you know the owner of the business, tell your visitor 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.

Share your stories of local spellbinding experiences that you enjoy – whether it is a splendid spot for sunset views, a quiet local place to snorkel or a great fishing spot. Visitors are looking for these real experiences.

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 immerse yourself.

Why not use the positioning to set the theme for community development initiatives or school competitions. A creative writing competition could be themed ‘The most spellbinding thing about...’. Local art competition prizes could be awarded to the artwork or photograph that best reflects the essence of spellbinding.

To build community understanding of the Landscape’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 spellbinding 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 – seductive, happy, sensual, free, relaxed?
> Does this infrastructure provide the visitor with engaging views of the natural environment?
> How does the development help the environment to entice visitors or help them experience the natural landscape?
> How do the colours and materials used complement the natural environment?
Highlighting your uniqueness to visitors

EVENTS
Consider theming events around the concept of spellbinding. 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 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 places to be spellbound. Taking a seaplane flight around the harbour before landing at Ku-ring-gai Chase National Park for lunch at Cottage Point restaurant can be spellbinding.

Spellbinding could become a theme in interpretive material or signage. “The Harbour Bridge: be spellbound by one of the world’s most beautiful harbours” or “Sydney Opera House: be enticed by one of the world’s most famous buildings”. Perhaps “the vibrant nature of the Gay and Lesbian Mardi Gras”, or “the energy and excitement of the Sydney to Hobart yacht race”. Promote stargazing and become an expert in the night sky – where visitors can be enthralled by the Milky Way. This can be a fascinating experience especially for city dwellers.

Spellbinding means using charm to draw people in. You might like to link up with fauna and flora monitoring programs or explore ways to encourage Experience Seeker visitors to get involved. These activities allow visitors to be charmed by the environment, discovering new and exciting things to blog about.

Aboriginal culture, and Aboriginal peoples’ relationship to the natural environment is of significant interest to visitors, especially those from overseas. Work with the traditional owners to develop materials for cultural interpretation, and seek permission to ensure that the information you are sharing is done so in an appropriate and respectful manner.

There are distinct advantages in employing or contracting local Aboriginal guides to deliver cultural interpretation first hand. Speak to Destination NSW to find contact details for Aboriginal tour guides or aspiring Aboriginal tour guides you can link in with.

PERSONAL TOUCHEs FOR ALL
Landscape stories 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 spellbinding 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.
Maximising your communications with Sydney Harbour’s Destination Position
The Language of Sydney Harbour

Spellbinding’ is the essence of the Sydney Harbour Landscape

‘Spellbinding’ is the feeling the Experience Seeker will get from Sydney Harbour. This emotional territory connects the consumer at a subconscious level to the emotional space of Sydney Harbour. This essence should drive all creative thinking for communication, advertising and public relations and relay the message of how a Sydney Harbour experience creates a desire to be spellbound in the international Experience Seeker.

‘Spellbinding’ 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 you can watch light play on water
> all very natural
> a landscape you are immersed in from the very first moment
> the place where nature won
> directed by nature
> somewhere you can’t separate the land from the water from the wonder of it all
> a place where there are pockets of magic everywhere
> a landscape where you can submit
> a sensual degustation
How you can convey the voice of Sydney Harbour

EDITORIAL STYLE

The best approach to editorial style is based on an awareness of what motivates our key target audience, 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 ‘spellbinding’ so consider this when 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:

| Seductive     | Informal             |
| Sensual       | Relaxed              |
| Sparkling     | Pristine             |
| Vibrant       | Romantic             |
| Energetic     | Raw                  |
| Happy         | Energising           |
| Free          |                      |

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

- be seduced by Sydney
- raw wilderness experience
- relaxed natural charm
- an informal look into an ancient history
- a sparkling combination
- feel the energy of Sydney Harbour
- enjoy the relaxed life on the water
- wake up to the romance
- happy, free and laid back
- get the energy of Sydney
- a pristine environment in a vibrant city
- Sydney Harbour, young and free
SPEAKING IN ONE VOICE

When presenting your Landscape, it is important you speak as best you can with one voice. Embracing the essence of ‘spellbinding’ 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 ‘SPELLBINDING’

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

Spellbinding
- Enthralling, entrancing, bewitching, riveting, absorbing, compulsive, mesmerizing, hypnotic
- Fascinating: interesting, enchanting, spellbinding, engaging, thrilling, alluring
- Irresistible: tempting, alluring, inviting, seductive; attractive, desirable, fetching
- Compulsive: compelling, gripping, riveting, engrossing, entralling, captivating
- Hypnotic: mesmerising, mesmeric, magnetic, compelling, entralling, charming

Secondary word out takes

Wild: unrestrained and unrestricted, untamed, natural habitat
Cultivated: refined, educated, cultured, sophisticated, urbane
Sophisticated: advanced, superior, polished, gracious
Innate: native, inborn, instinctive, unaffected, effortless, spontaneous, genuine
THE COLOURS

It is important to use colour and image in a way that is sympathetic to the core values of your Landscape. The colours shown here are suggestions only. This example illustrates how a family of colour can be built and then applied. The colours are from the palette of the Australian coastline and the variety of landscapes it provides. These colours represent the water, the beach, the flora, fauna but also the unique and varied experiences one can expect on a journey through this Landscape.

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 Sydney Harbour. It’s part of the visual language of Sydney Harbour 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 Sydney Harbour 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.

Click here for access to image galley
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 myriad ways. Each interaction between visitors and your business is an opportunity to reinforce your Landscapes 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 updates and design.

These are guidelines only.

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 are part of the Landscape’s positioning (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 ‘seductive, sensual, happy, free, informal, relaxed’, the world of social media offers ideal opportunities to connect with past, present and future visitors.

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 Factsheets and Wildlife Calendar.

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 incorporating 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 en-route / 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, post offices, etc) can also assist with delivering a consistent experience by using and reflecting key messages and offering enticing visitor information.

PR / ADVERTISING
> Where possible, always link in with broader regional initiatives – the work of your state tourism organisation and local councils.
> 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 giveaways, 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.
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.

Sydney Harbour’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 similar customers
4. Enter your Experience Seekers media world
5. Maximise your advertising – pay less and still dominate
6. Create advocates for your business
7. Identify what is attractive about your area or location
8. Make visitors an offer to stay or come back soon
9. Introduce visitors to everyone 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

Australia’s National Landscapes site
www.australia.com/nl

Planning for Inbound Success
www.tourism.australia.com/inboundsuccess

Boosting your Bottom Line
www.tourism.australia.com/boostbottomline

Making a Splash (generating publicity)
www.tourism.australia.com/makingasplash

Tourism e-kit (lessons on e-marketing)

Tourism Australia Image Gallery
www.images.australia.com