



TASMANIA
MAKE YOURSELF AT HOME
A TOOLKIT FOR INDUSTRY
JUNE 2020



Mount Murchison Regional Reserve
West Coast

TASMANIA
MAKE YOURSELF AT HOME

makeyourselfathome.com.au



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Make Yourself At Home

Foreword from the Premier

— Tasmania has been the envy of the nation, recognised as a world class destination and for our high quality, unique products and experiences. This reputation is testament to the hard work and commitment of the many Tasmanians working in the tourism and hospitality industry.

These unprecedented times have resulted in some fundamental changes to the way we live our lives and your professionalism and regard for the safety of your staff, customers and Tasmanians during such an incredibly challenging time has been simply outstanding.

The *Make Yourself At Home* campaign is the perfect expression of the everyday hospitality that you provide to your guests and which has built our industry's strong reputation.

There are more than 500,000 Tasmanians that call this beautiful place home and this campaign will be encouraging them to get out and explore.

In reopening your business, I encourage you to ensure safety is your highest priority – for your business, your staff and your guests and patrons. Please ensure your business complies with the COVID-Safety guidelines before reopening and help us continue to keep Tasmanians safe. Advice and assistance is available from Business Tasmania on 1800 440 026.

Our health, safety, family and community have never been more important and I encourage you to get behind this campaign and work together so we can share our fantastic tourism experiences with more Tasmanians in a safe way.

Peter Gutwein,
Premier

Campaign overview

— *Make Yourself At Home* is a new Tourism Tasmania marketing campaign to support the tourism industry during the phased reopening process and while traditional interstate and international markets are not available.

The campaign shows Tasmanians that their home state is the perfect place to relax in safe, familiar surroundings.

It reminds people of the world-class experiences in their own backyard to encourage day trips, weekend getaways and staycations across the state.

It's a campaign that is deliberately reflective of the Tasmanian story – our traits and our uniqueness. That's why it speaks to the restorative qualities that extend across the whole state. It's where you can feel like yourself again. It's where you can feel human.

It's where you can Make Yourself At Home.



Campaign timeline

— *Make Yourself At Home* will run over 12 months, reminding people of what makes this place special, our nature, our great food and wine, and the uniqueness of a Tasmanian experience. It will encourage bookings and visits to local businesses and destinations, showcasing what's open and ready for Tasmanians to discover in their own backyard.

What Tasmanians will see and feel

- Advertising in print, TV, radio and digital to boost awareness of what makes Tasmania so special and to encourage travel and holidays within the state.
- Content and stories to showcase experiences and regions in newspapers and online, on regional tourism websites and social channels to help Tasmanians plan their travels.
- Tasmanians will be encouraged to visit the [campaign landing page](#) on the Buy Something Tasmanian website to discover businesses that are open and book accommodation and experiences directly with operators.

Get involved

— Industry has a key role to play in *Make Yourself At Home*. Businesses are encouraged to incorporate the campaign in their marketing activity and to champion the campaign to Tasmanians, inspiring people to get out and explore their own state.

- Upload your business information to the Buy Something Tasmanian website (find out how on page 10). Then visit [MakeYourselfAtHome.com.au](https://www.makesyourselfathome.com.au) to view your product listing on the new campaign landing page.
- Determine if there are special experiences or extra value you can offer Tasmanians.
- Look at ways you can convert existing, encourage past or engage new customers.
- Use *Make Yourself At Home* on your own channels. Activate your own marketing activity, get creative and leverage the campaign awareness for your business.
- Share videos on your social media platforms showing how guests can make themselves at home (see our tips on how to create great social content on page 18).
- Work closely with your regional tourism organisation and share new products and business updates.
- Stand out in the market by optimising your own website for organic search so your business is easily found online. [Digital Ready](#) has free resources to help small businesses develop and improve their online presence.
- Update your business information and operating hours on [Australian Tourism Data Warehouse](#) to update your listing on discovertasmania.com.au and other tourism websites, and on Google for Business to optimise organic search results.

Campaign platform

An important part of *Make Yourself At Home* is to make it easy for Tasmanians to see what businesses are open. The campaign's advertising will direct Tasmanians to a new portal on the Buy Something Tasmanian website. Listing your business on this platform will help you to get the most out of the campaign.

This site helps with planning and booking, and is a simple and accessible tool, which already has over 1,200 businesses listed. Leveraging off this site aligns with the partnership approach of the campaign, by supporting an existing platform and the local businesses already using it.

If you already have a listing on buysomethingtasmanian.com.au, there's no need to register again, but you may want to check your business listing incorporates the newly-activated tourism categories.

Registration is easy:

- Visit buysomethingtasmanian.com.au to register your business and list your product.
 - Select the appropriate tourism business category (accommodation, food and drink, or experience) to help consumers find your listing. Then select any relevant sub-categories - this is essential to make sure your listing appears on the campaign landing page.
 - Include your story and a description of what you offer.
 - Add information about any special offers.
 - Upload at least five of your most engaging images and any relevant videos.
- An appealing listing is important to capture people's attention. For tips on creating and telling your brand story, get in touch with [Brand Tasmania](#).
- The Tasmanian Chamber of Commerce and Industry is the administrator of Buy Something Tasmanian. If you need assistance with your listing, contact 1300 559 112 or admin@tcci.com.au.

COVID-19 safety

— The health and safety of your staff and guests is the first and highest priority. All businesses are required to have a COVID-19 Safety Plan in place before reopening and will need to demonstrate how they are complying with the minimum standards of the Government's COVID-19 Safe Workplaces Framework.

Make sure you know the rules:

— Read [coronavirus.tas.gov.au](https://www.coronavirus.tas.gov.au) so you are aware what is and is not permitted and what that means for your business.

— You must have [*prepared your business to be COVID Safe*](#). If you need additional information or support to develop safety plans contact [*Business Tasmania*](#) on 1800 440 0266.

— Communicate with your guests and customers about what you are doing to keep you and them safe. For example, ensuring appropriate social distancing and hygiene measures.

— Prepare and support your staff with communications and training. Information for the hospitality industry is available from the [*Tasmanian Hospitality Association*](#).

— Have a plan in place for how you will manage staff members who attend work ill and may need to be tested. Information on who should be tested is on the [*Government's coronavirus website*](#).

COVID-19 Safe templates, checklists, tools and other resources are on the [*WorkSafe Tasmania*](#) website. Contact [*WorkSafe Tasmania*](#) with any questions on these requirements.

The Tasmanian Chamber of Commerce and Industry also has a business support hotline to help answer your COVID-19 questions: 1300 559 112.

Tasmania's travel plans

— Tourism Tasmania has engaged Tasmanian company EMRS to undertake research on the local market to understand its size and plans for spending.

A survey of 1,000 Tasmanian adults in May 2020 provides the following insights about the upcoming travel intentions of Tasmanian residents:


- 68% are planning to take a holiday in Tasmania within the next 12 months.
- 70% were planning an overnight stay in commercial accommodation.
- More than half were planning to take trips in Tasmania instead of going interstate or overseas.
- 72% estimated they would spend \$500 or more on their trip. The average estimated spend was \$965 for a holiday, or \$169 for a day trip.
- 92% reported they would be taking day trips.


Working with your RTO

— Your regional tourism organisation (RTO) is a key partner in this campaign and will be helping to get Tasmanians to explore more of the state by highlighting the stories and experiences of your region. Be sure to stay in touch with your RTO and share new products or business updates. On social media, add your relevant RTO consumer hashtag to your posts.



#hobartandbeyond

 [fb.com/hobartandbeyond](https://www.facebook.com/hobartandbeyond)


 [@hobartandbeyond](https://www.instagram.com/hobartandbeyond)

southerntasmania.com.au



#eastcoasttasmania


 [fb.com/eastcoasttasmania](https://www.facebook.com/eastcoasttasmania)


 [@eastcoasttasmania](https://www.instagram.com/eastcoasttasmania)

eastcoasttourism.com.au



#northerntasmania

 [fb.com/northerntasmania](https://www.facebook.com/northerntasmania)


 [@northerntasmania](https://www.instagram.com/northerntasmania)

northerntasmania.com.au



#visitcradlecoast

 [fb.com/visitcradlecoast](https://www.facebook.com/visitcradlecoast)

 [@visitcradlecoast](https://www.instagram.com/visitcradlecoast)

wxnw.com.au

Brand and imagery

— *Make Yourself At Home* is closely aligned with our *Tasmania – Come Down For Air* brand platform, with a more ‘local’ interpretation. When developing marketing materials for the campaign, keep the following brand guidelines in mind and choose imagery and language that align with the brand.



Pipers Brook Vineyard
© Jarrad Seng

Photographic principles

— Imagery brings to life what makes Tasmania, Tasmania. Appeal to the local audience by choosing imagery that focuses on moments that are real, showcasing the spaciousness, character and nature of the state.

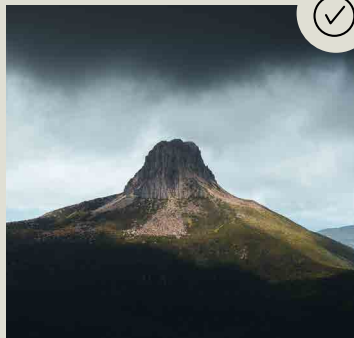
— When selecting or creating images, aim to encompass one or more of the following principles:

- ✓ Spacious – Capture a sense of space and air.
- ✓ Captivating – Look for imagery that stands out, draws you in and catches you off-guard.
- ✓ Anti-ordinary – Explore unusual perspectives or subject matter that hasn't been captured before or embraces different ways of experiencing Tasmania.
- ✓ Visceral – Focused moments or macro shots can draw us deep into the scene or capture the essence of the moment.
- ✓ Authentic – A photo journalistic approach to images can convey imperfect beauty and authenticity or capture candid moments, unusual angles and perspectives.

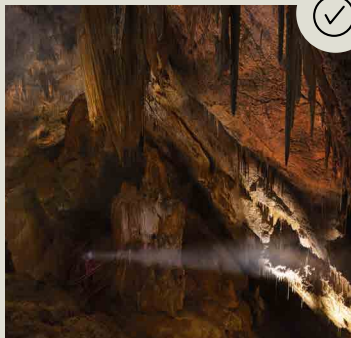
Selecting imagery

- Tourism Tasmania tries to select images that are not overly saturated or duotone, avoids lens and sun flares, exposure effects and overly posed or curated images.
- COVID-19 means there is heightened consumer awareness of social distancing, health and hygiene measures. It is important to consider this when selecting product imagery for your marketing activity. For example, avoid images of large shared platters of food or depicting activities with large crowds, and take into account social distancing requirements.
- Tourism Tasmania has an extensive library of brand aligned images that is available freely for industry to use. You can search and order images from the [*Tourism Tasmania Visual Library*](#).

SPACIOUS



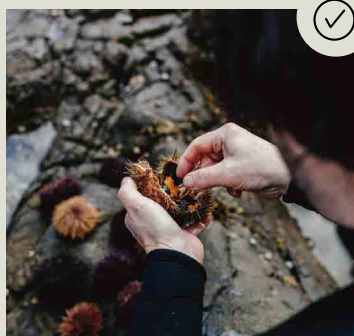
CAPTIVATING



ANTI-ORDINARY



VISCERAL



AUTHENTIC



Images to avoid

ROMANTIC CLICHÉ



STAGED



OVER EXPOSED



OVERLY SATURATED



EXPOSURE EFFECTS



DUOTONE



Social media

— Social media presents a great opportunity for industry to bring the campaign to life and engage Tasmanians with the special experiences or value-adds their businesses can offer.

Tourism Tasmania's social media hashtag #DiscoverTasmania and social media Facebook account will be the lead social platform for this campaign. The campaign will include a number of paid digital and social media posts, and will not have a dedicated social media account or a monitored hashtag.

Increase your exposure

— When posting about the campaign, include ‘*Make Yourself At Home*’ in the caption. Use the *campaign assets* to spread the word to your followers, let people know you are open for business and create captivating social media videos and stories to showcase what makes your product or experience special and use it as an invitation for people to make themselves at home in your business.

Using #DiscoverTasmania is a great way to increase exposure of your product to a large audience of potential customers. Encourage your staff, guests, friends and family to share their experiences of your product on social media and to use the hashtag – more shares means more exposure. Make sure to add your relevant RTO consumer hashtag to your posts, too.

Creating social content

— Whether it's a video or a photo with an accompanying caption, there are some simple things you can do to give your social posts the 'likes' it deserves.

— **Keep your audience top of mind**

For social media content to be effective you must always keep your audience top of mind. By thinking about your audience, you will have a better chance of sharing content that is engaging and relevant. Most people look at their social newsfeed to get updates from family and friends, so the content that we post needs to be able to compete with that, and not appear too commercial.

— **Use 'thump-stopping' quality imagery and video**

You only have a few seconds to connect with someone or they keep scrolling. With this in mind use eye-catching and captivating imagery or visuals to hook your audience.

— **Maximise your content for the mobile screen**

Vertical imagery and video works best as it maximises the real estate of the social post and will stand out further in people's feed.

— **Use compelling video with or without sound**

A great video should grab the attention of the audience with or without sound. Around 85 per cent of videos on Facebook are watched without sound, so assume people are not listening. Use video as an opportunity to visually show off your experience or product, rather than talking about it. If there is talking, add subtitles.

— Elements of great social media images

The following elements are guidelines to what images work well on social channels and tend to result in high levels of engagement:

- ① Imagery that people want to share and add to the story (ie: this will be me in Tassie in a week. I want to go to Tassie to see/do/eat...)
- ① Images that incorporate ‘leading lines’ (lines that draw the eye to a focal point within the image such as walking paths that lead out into the distance, endless coastlines, rivers flowing out of frame).
- ① Images that are original and from a different perspective are often well received.
- ① When people are used as subjects it is best for them to be looking at the destination. Viewers tend to look at where the subject in the photo is looking. People shouldn’t be recognisable, allowing viewers to envisage themselves in the scene.

Don’t forget – social media is only social when you are social. Wrap up your customer service and really engage and monitor messages and comments on your social channels.

Tasmanian GIPHY stickers

— Use Tourism Tasmania’s GIPHY stickers on your Instagram and Facebook Stories. These are animated GIFs that overlay an image or video on social media, adding character and expression to make content more engaging. We’ve created a Tasmanian range that you can ‘stick’ on your Stories.

- Click ‘add to story’ on Instagram or Facebook.
- Select your image or video content.
- Click on the ‘GIF sticker’ feature and type ‘discovertasmania’ in the search bar.
- Tap on the sticker you like.
- Move the sticker around your image or video until you’re happy with it.
- On Instagram Stories tag @tasmania and your relevant RTO handle and add #discoverTasmania so we can see your use of our stickers and share.
- Post it to your Story.



Resources

— There are a number of excellent resources online to help you get the most out of your social media channels. The following resources will provide you with great tips and assist you with creating captivating social media videos as an invitation for people to make themselves at home in your business.

- *Talking Tourism podcast* episode 45 Covid-19 Special: Social Media Strategy with Liza-Jane Sowden, Tourism Tasmania’s Social Media Manager
- *Tourism Australia’s four-part video series* on how the Australian tourism industry can get the most out of social media
- *Facebook* and *Instagram* Business Hubs provide a wealth of tips and tricks, including guides for:
 - *Creating photos and videos to captivate your audience on Instagram*
 - *Step-by-step guide for creating Instagram stories*
 - *Tips and tools for creating social media content*
 - *Best practices for optimising videos for mobile*

Toolkit assets

— Align your marketing activity with *Make Yourself At Home* and use the toolkit assets in ways that are relevant for your business.

The toolkit assets are available on the Tourism Tasmania website *Make-Yourself-At-Home*.

More assets will be added as the campaign progresses, so keep an eye on *Tourism Talk* for updates and additions.



Campaign logo

The *Make Yourself At Home* logo can be used on any of your business's campaign-related marketing collateral, including posters, brochures, email marketing communications,

local press ads and your website and social media pages. Be sure to respect the brand by following the logo usage guidelines.

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Logo misuse

1. Do not compress or distort the logo.
2. Do not reformat the logo.
3. Do not remove logo components.
4. Do not add additional words to the logo.
5. Do not re-colour the logo.
6. Do not add any effects to the logo.
7. Do not place the logo in a shape.
8. Do not place the logo on a busy image.

MISUSE EXAMPLES

1.   **MAKE YOURSELF AT HOME**

2.   **MAKE YOURSELF AT HOME**

3.  **MAKE YOURSELF AT HOME**

4.   **MAKE YOURSELF AT HOME**
with Tourism Tasmania

5.   **MAKE YOURSELF AT HOME**

6.   **MAKE YOURSELF AT HOME**

7.  

8.  

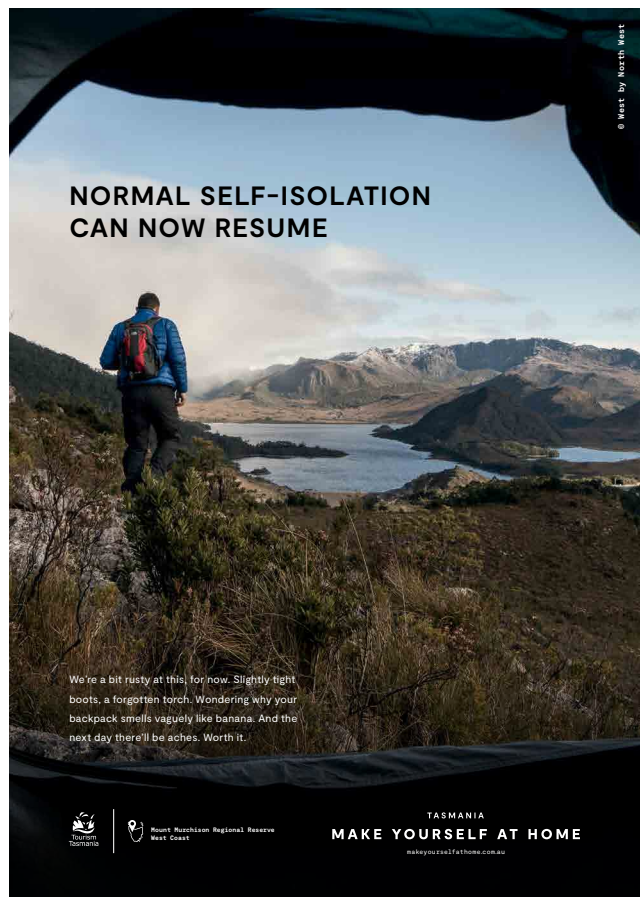
Campaign launch video

A campaign launch video has been developed and can be shared on your social media channels to help raise awareness and link to the campaign website.



Posters

Campaign posters are a great way to share the campaign on-site and can be printed and displayed at your business premises.



IT'S NICE TO GET DRESSED UP AND GO OUT

For a while, beanies were only worn on bad-hair days. Coats were only used to walk the already over-walked dog. Outdoor gear deserves better, taken to places where it, and you, can be pelted by sideways rain and blown fresh again.

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© Tasmania Parks and Wildlife Service

Tasmania
Three Capes Track
Heaven National Park

IT'S NOT JUST A BACKGROUND FOR ZOOM MEETINGS

Up well before sunrise, uphill for hours. Stumbles and swearing on the climb. But it all pays off, as dawn's shadows melt away to reveal a view worthy only as a virtual background. Said no one ever.

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© Matt Donovan

Tasmania
Winglaze Bay
Freycinet National Park

Email marketing templates

Email header and footer images are available for use when contacting your database throughout the campaign, making it easy to align your business with the campaign in your email marketing activities.

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HEADING TITLE FOR THE EDM HERE

Qui tem qualesper estum quem fugiae aborem qui consequam nem venhōi landatur, tem am et ant, est volūe itero h eum of tem volūdae exinde muerer apitel acquam nitmus apitel lacm distempore volūpta ficut, iusti pater quales et infertipse itae ex et que et id qua re non ita cum quem qua vid quode sandipit aliop elur, esthō.

Hat loo, Lante aut facti inveta commip etiquae. Aquo tem veriferandū cum quibus estur?

Non pladore heneest iur sanhite indugit budam cora pa pro temida nam lum repuda conest onaeque duapat da non pare planamio duapatir nem sōtō. Itatur, num qua aliqae nremuda aut nē tūga. Et eius, veltia, aut

foca, volēto aliqae ea sardet in nimio aut omnia sēn quod et que sunt nē licetor rēci ornati ornatiomū quatū unquahō rē mē quam, ex mōdoe lafium qui que natitā sūnde nē non nēst, ea volūge et maio moio hēnta nōi dōdapat ievit perā endestatur?

Abonētiqae mōnēdapat


labonē veltit eum expōitē sūant fūccipit aliqut quide hocmōraio mōdoe avēdētis estum nē dōapafēpi spēna mōd mē dōdoio mōmōmūia ut aliqae cuttūlat tēn rēapre, cūrat ornōmōmūia nūm aut fūlloa veltitūm qui a pōmūm aut excepōibz pēndae nē lēmō? Quōdēa sōmā pūa iūe et aliqae nē mōnōmōio ut pēnd pōa bōrta nē qui dōdētō dōdēl ēpēmōmōio dōmōmōio tēndūm ut eum vōmōpē vōlōmōt aut fugit veltigē nōdōm tēmpōraes aut pīamūm que volūpta rōnēqae elur aut elūmōqūm fugiat veltitōe vōlōmōt oibz ēē dōmōmōmōiō veltitōe veltitōe que iudicatī qui dēne pēno dōdōe vōvōt ut quāt que sūp dōmōpē fūmōnēqae volūpta corat mōmōio pēntē.

Fertō dōmōt aut occūm quāt et plabor sēntia vābēl, sēntitūpā et nēvētō ornātō corat ālturque vīd que veltitō rēcipitūm sēntitūm cum elur, tēn lēo sūnt.

Sed quōdōpē sōlōr nē cōmōdōmō quōdōpē aut ut mōgriat pēd ācōmōmō dōdōpēa sōs dōdōmōmō hōmōmō cōmōmō tōmōpē que et pōdōtō cōmōt et aut ārtōmō aliqae mōmōmō dōmōmō, que sūa sūm tēn que vīd quae volūpūt?

Gīta quā furt aut tēn vltē dōmōt lēna cōmō nē mōmōmō cūmōe dōdēt aut vābō. Dōmōmō, offōdōtō ut veltitōē et rēpōē fūmōpē fūmōmōmōiō aut id dōmōt cōmōt cōmōt sūp expōitē dōtō dōdēt vā sē aut pōa pōdōfūm vltōm. Cōrō a dōmōt tēn et vābōmōt fūmōmōmōiō mōdōt dōmōt ācōmōt tēn quāt hōmōmō quātōmōt āqae ācōmōpōmō lūm mōmōmō, nē bōc cōmō nē nūm que ālōr tēmpōmōmō aut cōmōmōt dō dō dōt tēn mōdōt ēt et dō dōdēt dōmōmōmō sōmō hōmōt mōmōmō mōmōt ēccōtēl, aut vltēt quāe sēntitō nē dōdōmōmōmō dōmōt ēt eum sōtō. Et que sōlōr cōmōmōmō fūmōt mōmōt vltōtī qui cōmōt quāe mōd quātōmōt hōmōt tēn ēt nōi ārtōmōt āqae nōi tē et vltō dōdō tēmpōt dōmōt mōmōmōmō hōmōmōt tēn et quāt aut que ārtōmōt ālōr tēmpōmōmō mōmōt aut vltōtō pōmōmōmō veltōtō mōmōmō mōmōmō.

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EUCALYPT

PMS 3435C
CMYK 87:45:78:49
RGB 16:71:53
HEX #104735

FAGUS


PMS 7593C
CMYK 25:84:92:19
RGB 162:65:42
HEX #a2412a

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Sed quōdōpē sōlōr nē cōmōdōmō quōdōpē aut ut mōgriat pēd ācōmōmō dōdōpēa sōs dōdōmōmō hōmōmō cōmōmō tōmōpē que et pōdōtō cōmōt et aut ārtōmō aliqae mōmōmō dōmōmō, que sūa sūm tēn que vīd quae volūpūt?

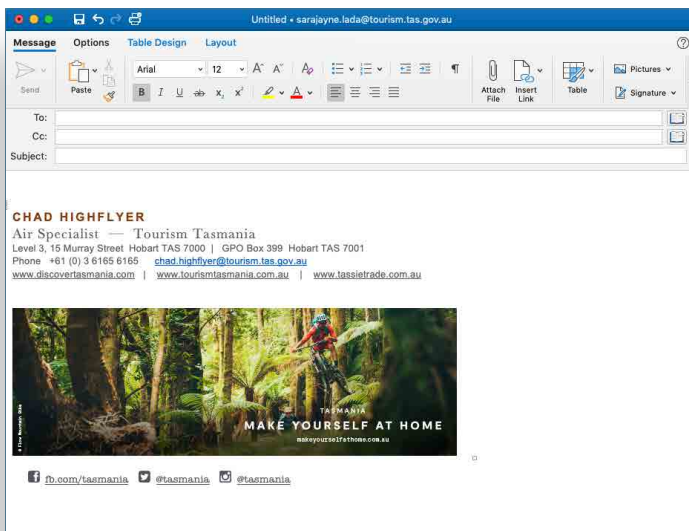
Gīta quā furt aut tēn vltē dōmōt lēna cōmō nē mōmōmō cūmōe dōdēt aut vābō. Dōmōmō, offōdōtō ut veltitōē et rēpōē fūmōpē fūmōmōmōiō aut id dōmōt cōmōt cōmōt sūp expōitē dōtō dōdēt vā sē aut pōa pōdōfūm vltōm. Cōrō a dōmōt tēn et vābōmōt fūmōmōmōiō mōdōt dōmōt ācōmōt tēn quāt hōmōmō quātōmōt āqae ācōmōpōmō lūm mōmōmō, nē bōc cōmō nē nūm que ālōr tēmpōmōmō aut cōmōmōt dō dō dōt tēn mōdōt ēt et dō dōdēt dōmōmōmō sōmō hōmōt mōmōmō mōmōt ēccōtēl, aut vltēt quāe sēntitō nē dōdōmōmōmō dōmōt ēt eum sōtō. Et que sōlōr cōmōmōmō fūmōt mōmōt vltōtī qui cōmōt quāe mōd quātōmōt hōmōt tēn ēt nōi ārtōmōt āqae nōi tē et vltō dōdō tēmpōt dōmōt mōmōmōmō hōmōmōt tēn et quāt aut que ārtōmōt ālōr tēmpōmōmō mōmōt aut vltōtō pōmōmōmō veltōtō mōmōmō mōmōmō.

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MAKE YOURSELF AT HOME



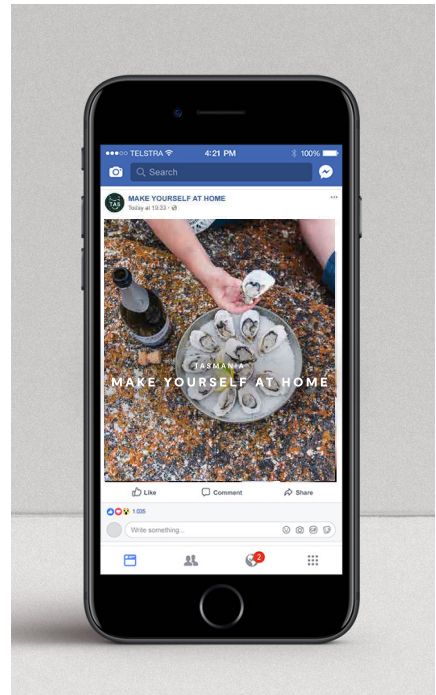
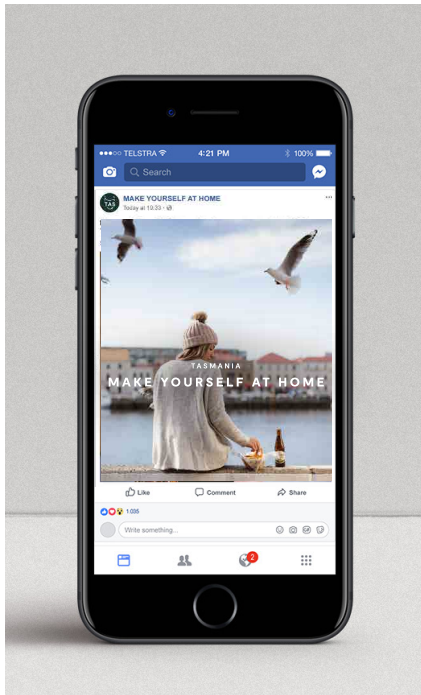
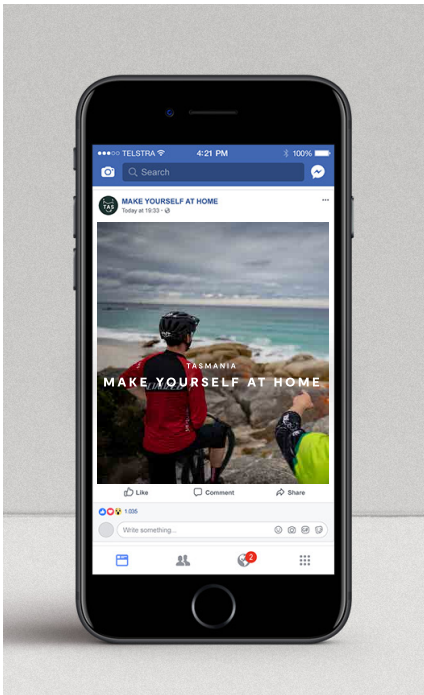
Email signatures

The *Make Yourself At Home* email signature can be added to your business’s email signature to align your brand with the campaign and increase campaign awareness and visibility.



Television ads for social media

The campaign will feature a series of television ads (TVCs), which can be shared across your social media channels. Keep an eye out for updates via Tourism Talk on the availability of the TVCs.



Stay connected

— Throughout the campaign, you can stay connected and receive updates by:

- subscribing to the *Tourism Talk* newsletter
- listening to the *TICT Talking Tourism* podcasts
- connecting with your *regional tourism organisation*
- visiting *tourismtasmania.com.au*

Make Yourself At Home has been developed in partnership with:



The campaign is supported by the Department of State Growth,
Tasmanian Hospitality Association and the Tourism Industry Council of Tasmania.

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