

Rise Up for our River

INDUSTRY TOOLKIT

When the Murray River experienced record-breaking floods last summer, it was the people who call the Riverland and Murray River, Lakes and Coorong regions home that suffered the most with operators seeing a significant downturn in visitation in what would typically be the busiest time of year. That's why now is the time to Rise Up for Our River.

To support our river communities and tourism industry, The South Australian Tourism Commission launched Rise Up for our River with the aim of inspiring South Australians to treasure, rediscover and explore the diverse tourism offerings across the Murray River regions and help get our flood affected tourism operators get back on their feet in 2024.

CAMPAIGN OVERVIEW

Round 3 of the voucher program was launched on Sunday 10th December. The campaign will have a heavy presence through digital advertising channels supported by SATC's owned and earned media as well as PR activations that will drive further awareness of the campaign and encourage South Australians to support businesses in the Murray River regions. The campaign will have 2 focuses:

1. RISE UP FOR OUR RIVER

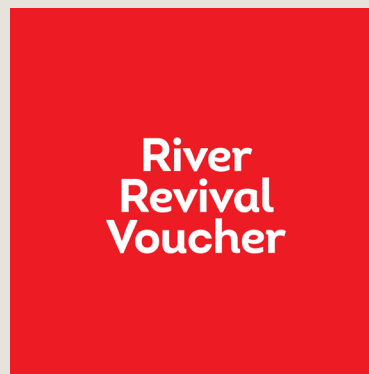
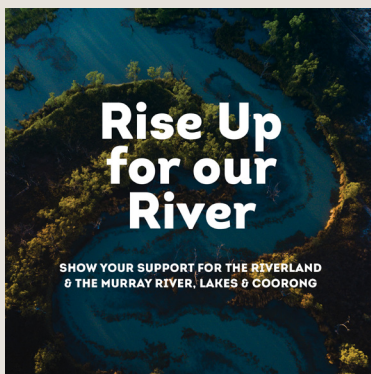
Be part of the revival

Key campaign message establishing high level awareness in market with a rallying call to get South Australians behind the Initiative encouraging them to Rise Up and be part of the revival. The message will evolve providing compelling reasons and inspiration to visit the Riverland & Murray River, Lakes & Coorong seasonally to support operators as they continue to reopen and revive this year. A clear call to action will take consumers to a dedicated campaign landing page featuring itineraries, inspiration, accommodation and experiences on southaustralia.com/riverrevival to keep the regions top of mind.

2. RIVER REVIVAL VOUCHER

The River is Calling

The campaign will be further supported through compelling operator offers to promote the best accommodation and hosted experiences that the Riverland and Murray River, lakes & Coorong has to offer, to create a sense of urgency and immediacy. A clear call to action will take consumers to a dedicated campaign landing page featuring tourism operator deals on southaustralia.com/voucher over the ballot and booking periods.



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RIVER REVIVAL VOUCHER KEY DATES

- Ballot open: 9am, Monday 19 February – 10pm, Tuesday 20 February 2024
- Ballot draw: Wednesday 21 February 2024 via SMS
- Booking period: Wednesday 21 February – Wednesday 27 March 2024
- Travel period: Thursday 22 February – Sunday 30 June 2024

CHANNELS



DIGITAL



SOCIAL MEDIA

HOW TO GET INVOLVED

Like all other campaigns, this needs your support in order for it to reach its full potential. Rise Up for our River will be in market until June 2024 and our Round 3 River Revival Voucher ballot will open for consumers to register from Monday 19 February to Tuesday 20 February 2024. Your involvement is encouraged in the lead up to and during the registration period, regardless of your participation in the voucher program. Here are some simple ways you can leverage and bring this campaign to life on your own channels:

- 1 You can amplify the Rise Up for our River campaign activity and promote your own involvement in the voucher program by sharing our digital assets on your own social media channels. Access the campaign assets for your marketing/media channels from [Tourism Hub](#).
- 2 We've also created Canva social templates that will help you utilise the 'Rise Up for our River' key messages with your own imagery. Download 1:1 (social tile) templates [here](#) and 9:16 (social story) templates [here](#).
- 3 Apply #RiverRevivalVoucher campaign messaging across your own communication channels if you're part of the River Revival Voucher program including reasons to encourage consumers into the river regions.
- 4 Use these key campaign messages in your own communications and include examples of your own curious and unique locations and experiences to get travellers excited about a river holiday:

'FEEL' HEADLINE EXAMPLE

The Murray River, Lakes & Coorong is calling you to treasure it, rediscover it and explore it.

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The Riverland is calling you to treasure it, rediscover it and explore it.

'THINK' HEADLINE EXAMPLE

[INSERT REGION/TOWNSHIP] needs your support.

There's never been a better time to visit our river regions and Rise Up for our River.

'DO' HEADLINE EXAMPLE

Rise Up for our River.

Book now and be part of the revival.

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- 5 Ensure your ATDW listing has a deal/offer and/or Event listing to encourage and entice visitors to holiday in your region throughout the year so it can be featured on southaustralia.com/riverrevival. We'll have supporting marketing activity driving consumers to this page throughout the year.
- 6 Provide your consumers with a reason/s why they should Rise Up for our River and visit your business/venue/product and promote these on your own channels. When selecting images/offers make sure they are intriguing, unexpected and embody the DNA of your region to showcase your product.
- 7 Use @southaustralia and #SeeSouthAustralia on social media so that people can find your content. We have social media creative assets available for you to use, which can be accessed from the [Tourism Hub](#).
- 8 Review your SEO strategy and make sure you are ready to optimise organic search.

RISE UP FOR OUR RIVER COMMUNICATION EXAMPLES

HEADLINES

- Rise Up for our River
- Be a part of the Revival
- The River is calling you
- Treasure it, rediscover it, explore it
- See the magic of the Mighty Murray
- Delve into its roaming creeks
- See its spectacular floodplains
- Embrace its breathtaking views
- Witness a region in rejuvenation

CALLS TO ACTION

- Visit southaustralia.com/riverrevival
- Plan your Murray River experience
- See the magic of the Mighty Murray
- Rise Up for our River and be part of the Revival.
- The river is calling you to treasure it, rediscover it and explore it no matter the season.
- There's never been a better time to visit our river regions and Rise Up for Our River.
- The Riverland and Murray River, Lakes & Coorong communities are ready to welcome you back to see the magic of the Mighty Murray and Rise Up for our River once more.
- From river cruises, canoe adventures, winery and distillery tours to retreats, glamping, caravan parks, houseboats and hotel accommodation, there's something for everyone.
- Choose your own adventure and journey along the Mighty Murray Way road trip, stargaze at Australia's only Dark Sky Reserve, set up camp in a national park, stop for a tasting at the many cellar doors dotted along our greatest waterway – or captain your own houseboat and cruise past long stretches of ochre-coloured cliffs.
- Picture yourself nestled in nature, camping in crisp winter weather, waking up to misty mornings floating downstream on a houseboat, cosying up by a campfire, toasting marshmallows, tucked away in a boutique cellar door, paddling your way through the rivers secluded backwaters or hiking through a national park. There's something for everyone.

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RIVER REVIVAL VOUCHER COMMUNICATION EXAMPLES

HEADLINE

- River Revival Voucher

CALLS TO ACTION

- Register at southaustralia.com/voucher.
- Registrations open from 19-20 February 2024. Be the first to know by subscribing at southaustralia.com/voucher.
- Help revive our river communities with a River Revival Voucher to spend on accommodation and hosted experiences, houseboats and guided tours in the Riverland and Murray River, Lakes and Coorong.
- With \$100, \$200 and \$750 vouchers to be won and a longer travel period, there's never been a better time to visit and be part of the revival.
- Register now for a **#RiverRevivalVoucher** and discover ways to experience the magic for yourself.
- Experience the Murray River's natural beauty and start planning your river adventure.
- From river cruises, canoe adventures, winery and distillery tours to retreats, glamping, caravan parks and hotel accommodation, there's something for everyone.
- To enter the ballot and for T's and C's visit southaustralia.com/voucher from February 19 to 20, 2024. Draw date February 21, 2024. Voucher amounts are one hundred, two hundred, and seven hundred and fifty dollars. License No. SA T23/1912; NSW TP/02678.

LEGAL DISCLAIMER

*Promoted by the South Australian Tourism Commission, Level 9, 250 Victoria Sq, Adelaide SA 5000; Licence No. SA T23/1912; NSW TP/02678; to enter and for full terms and conditions go to southaustralia.com/voucher; registration dates between 19-20 February 2024; draw date 21 February 2024. Voucher amounts Are \$100, \$200, \$750; Winners to be notified by SMS and email on 21 February 2024.