

Estimates Committee 2011
Questions Taken On Notice

(14/06/2011 to 23/06/2011)

Date: 16/06/2011 Output:
Sub Output:
Subject: Marketing Campaign for 'Australia' the Movie 2008/09

From: Mr Willem Westra van Holthe to Hon Malarndirri McCarthy
Tourism NT

5-28

Question: Minister, in 2008-09 you employed a marketing strategy to capitalise on the movie Australia. Can you please advise how much money was spent on that campaign, what the key performance indicators were, and whether you have met those key performance indicators?

Answer:
Answered On: 03/08/2011

**ESTIMATES COMMITTEE JUNE 2011
QUESTIONS ON NOTICE**

Question 5-28

Q: in 2008-09 you employed a marketing strategy to capitalise on the movie *Australia*. Can you please advise how much money was spent on that campaign, what the key performance indicators were, and whether you have met those key performance indicators?

A:

Investment

- Tourism NT invested \$600,000 in a domestic marketing program, leveraging the release of the Baz Luhrmann film *Australia*. The campaign was launched in September 2008.
- In addition to this NT Government spend, national trade partners Great Southern Rail and AAT Kings offered deals in support of the campaign. A trade education program revealing “the new Darwin” to travel retailers was delivered in partnership with Flight Centre, Harvey World Travel and Travelscene Amex.
- The *Australia the Movie* marketing activities were not stand alone activities, but formed part of a larger integrated program of promotion for destination NT.

Campaign activity

- Jetstar and Territory Discoveries participated in backing a 45 second cinema commercial that showcased Darwin, screened in 1,200 cinemas during the first few weeks of the film’s release. Deals were offered for travel during the low and shoulder season.
- Pro-active public relations activity included a series of familiarisation trips for leading broadcast and print media and 20 one-on-one briefings held in September 2008 with editorial teams across a range of publications.
- In the UK, Tourism NT joined forces with Tourism WA to promote the journey from Darwin to Broome. Using core themes of the movie a number of public relations activities were initiated to generate a buzz “See the Movie, See the country, do the journey”. Trade partners in the UK used the journey to promote NT and WA tourism products.

- Lovefilm in the UK partnered with Tourism NT for a Northern Territory only campaign surrounding the movie. As a DVD distribution company Lovefilm provided the platform for an 8 week online campaign including a chance to win a trip to the Northern Territory to a targeted audience of 55,000 who added “Australia” to their rental lists. Online travel booking partner Netflights was the travel fulfilment partner.
- Tourism NT was a partner (in conjunction with other State Tourism Offices SA, QLD & WA and Tourism Australia) in Stella wholesale global activities. The wholesaler put together a comprehensive list of “outback” products and experiences that were highlighted in the movie to be sold direct to consumers through their trade network.
- In the US, Tourism NT in conjunction with Qantas developed an “outback airpass” product which saw the Northern Territory ports of Darwin, Alice Springs and Ayers Rock included as a free destination when booking an American-Australian Qantas ticket.
- In Germany, Tourism NT partnered with Panasonic, Fox, National Geographic and Gebeco (German trade partner) to develop a collateral piece highlighting outback, indigenous and photography experiences in the Northern Territory. The collateral piece was distributed to National Geographic subscribers, in Cineplex Cinemas throughout Germany, Lufthansa travel shops and at various trade and consumer shows.

Key Performance Indicators

- Positively reinforce Darwin, and the wider Territory, as the setting for outback adventures, epic journeys, rich aboriginal culture and romantic travel experiences.
- Generate positive publicity for Darwin and the Northern Territory.
- Influence consumers who watch *Australia the Movie* to consider travel to Australia and the Northern Territory.
- Convert additional interest in the destination into travel.

Outcomes

- Tourism Australia advises more than 20 million people saw the movie and that over 95 million Experience Seekers globally had the opportunity of seeing material from its Australia “Go

Walkabout” advertising campaign. In total Tourism Australia’s global campaign generated 3,440 print articles, at a combined value of over \$162 million AUD.

- Of long-haul travellers who have seen both the movie and Tourism Australia’s marketing activity, 22% seriously intend to come to Australia in the next 12 months. At a country level, long-haul travellers who have seen Tourism Australia’s marketing activity have a higher intention to travel to Australia than those who have not seen the campaign activity.
- Tourism NT’s \$600 000 campaign reached a total of 12.8 million Australians and generated close to \$1 million in positive publicity for Darwin.
- Data from the International Visitor Survey conducted by Tourism Research Australia shows the Northern Territory outperformed the national average, with international visitors holding constant for the 2008-09 financial year against a drop of 1.4% for the rest of Australia (compared to 2007-08 figures).
- The National Visitor Survey shows the Northern Territory performed even more strongly in the domestic market for the 2008-09 year, with domestic visitors up 1% for the NT compared to a 7% decline for Australia overall.