

VICTORIA'S HIGH COUNTRY

'You didn't hear it

from me...'

INDUSTRY TOOLKIT

Dec 2023 – May 2024 CAMPAIGN



preamble

This Playbook contains all the information you will need to confidently engage with the upcoming "You Didn't Hear It From Me" campaign on social media platforms, as a vendor and/or operator in Victoria's High Country.

contents

1.	Campaign Overview	4
2.	How to get involved	9
3.	Campaign Elements	15
4.	Content Creative	17
5.	Do's and Don'ts	21
6.	Q&A	24
7.	Key contacts	25



campaign overview

at the heart of the campaign...

"Victoria's High Country is a place of secrets waiting to be discovered.

The world's best potato cakes. Views of Falls Creek that steal sighs from visitors. Peaks and hiking tracks concealing sublime trails and tales. Wine and wisdom and long conversations beneath canopies of stars that guard the mysteries of ages.

We're a region of small communities with soul. Celebrity isn't our vibe. We don't yearn for fame – knowing the over touristed dangers of being the next Insta cliché. Instead, we prefer to attract the pleasure seekers and secret keepers. The ones who value the delight in discovery of hidden gems and revel in the curiosity of peeking around the bend in the road.

So we're inviting explorers to look a little deeper, take the road less travelled and discover the secrets of the High Country. And then to join us in keeping some of the secrets of this wild land safe, preserved and unspoiled. To only share its wonders with fellow explorers, people who will take the duty of secret keeping seriously.

Because there's nothing to see here (for people who aren't willing to look)."



how the PR campaign works

To create buzz, Tourism North East will announce that all visitors will need to sign the High Country Secret Pact, hosted as a pop up on the Victoria's High Country website.

Once signed, visitors will get online access to the hidden gems of the region, the experiences and places that "fly under the tourism radar and that the locals keep under lock and key."

On Social Media, locals will help reveal many of these gems and secrets – potentially breaching the Confidentiality Agreement, and so they say "...but you didn't hear it from me"

how YOU fit in

Tourism campaigns have real memorable impact and cut through when the region's operators and locals join together to help elevate and amplify the campaign concept.

By creating your own social media posts and videos using the framing device of "you didn't hear it from me" and engaging with the content on the Victoria's High Country channels, the campaign will go from fun idea to a memorable reality.

campaign timing

PR launch

- **29 November 2023,** announcing the implementation of the High Country Secret Pact.

Social media campaign

- **1 Dec 2023,**
UNTIL – May 2024.



How to get involved

This campaign relies on you - our locals - sneakily revealing your local/insider knowledge for visitors to the region, with the cheeky caveat that "you didn't hear it from me".

We want visitors to find and enjoy the best our region has to offer, and we support others helping make that happen, but we'll do it quietly on the side so we don't annoy the other locals who are reluctant to share these secrets.

- **Step 1 - Engage with campaign content posted on Victoria's High Country social media channels**
Like and comment on campaign posts on Instagram and/or Facebook
- **Step 2 - Share campaign content**
Share/Remix campaign content Share or Adapt & Share assets provided by Tourism North East
- **Step 3 - Create your own content to be amplified by Tourism North East**
Create a Reel or Post in the style of "you didn't hear it from me" (see page 17 CONTENT CREATIVE & INSPIRATION) and tag @seehighcountry
- **Step 4 - Work with Tourism North East on collaborative content**
Contact James @ Tourism North East to pitch and discuss your ideas for scheduled content that fits the "you didn't hear it from me" creative.

In depth

Step 1

SHOW THAT YOU'RE ON BOARD

THE ASK

- Like and comment on campaign material on VHC Instagram and/or Facebook
- Share the campaign posts on your business Instagram Story or Facebook page (if relevant for your business)

WHY

Seeing support on the campaign posts from local operators and vendors prompts active engagement from Followers. It also helps users get a strong sense of other places to visit and reasons to visit the High Country.

HOW

On Instagram and Facebook

- Like posts on Victoria's High Country social channels (@seehighcountry) that will begin on 1st Dec 2023.
- Use the comments on VHC posts to hint that you also have hidden secrets/gems/local insights to share for visitors willing to seek you out.
- Be positive about the idea of sharing hidden secrets and insider knowledge.

In depth

Step 2

HELP AMPLIFY

THE ASK

- Share the campaign posts on your business Instagram Stories or Facebook page (if relevant for your business)

WHY

Seeing support on the campaign posts from local operators and vendors prompts active engagement from followers. It also helps users get a sense of other places to visit.

HOW

On Instagram

- Like, share or comment on campaign sustainment posts from @seehighcountry that will go live during December – April

Note: comment inspiration can be found on page 17

Share provided campaign content on your social channels

- On posts from @seehighcountry, select 'Add to Story'. Add your own relevant text to the Story and then share
- Like and comment on posts shared by other operators across the region who are using the campaign hashtags or context

On Facebook

- Like, share or comment on on campaign sustainment posts from @seehighcountry that will go live during December – April

Note: comment inspiration can be found on page 17

Share provided campaign content on your channels



In depth

Step 3

BE THE CAMPAIGN

THE ASK

Remix @seehighcountry Reel/s to share your own High Country secret and/or
Share your own High Country secret in the form of an Instagram/Facebook Reel

WHY

To organically extend the storytelling of the campaign, providing all High Country vendors and/or operators to share their own secret. This provides an excellent opportunity to share secrets for those operators that may be impacted by seasonality or have time sensitive secrets to share.

HOW

Refer to CONTENT CREATIVE for inspiration of what to post, and the TECHNICAL TOOLKIT for how to post.



campaign elements

When sharing your own content to align with this campaign, please ensure you tag the relevant Victoria's High Country channels for the platform.



<https://www.facebook.com/SeeHighCountry>
Victoria's High Country @SeeHighCountry



<https://www.instagram.com/seehighcountry>
@seehighcountry



<https://www.youtube.com/victoriashighcountry>



<https://www.tiktok.com/@victoriashighcountry>

When sharing content on Instagram, please use the below hashtags plus any additional hashtags that speak to the content captured in the video:

- # VictoriasHighCountry
- # YouDidntHearItFromMe
- # HighCountrySecrets

Include your relevant business hashtag if you use one.

Hero campaign video can be found [here](#)

Supporting campaign assets can be found [here](#)

3 Second Outro to add to the end of your Reels and videos can be found [here](#)

Campaign landing page, including the Secret Pact, can be found at:
www.victoriashighcountry.com.au/you-didnt-hear-it-from-me

content creative

Share a hidden secret, local gem, insider knowledge, or lesser known element of your business or surrounds... with the disclaimer "you didn't hear it from me".

1. Think of something unique to your business or area that isn't well known or is local knowledge, or is something people generally don't know about until they visit:

- An "off menu" item you provide
- Something you do differently to everyone else
- The best time of year to do an activity or visit a place
- A tip for making the most of your visit to a business or area
- A scoop on something new coming to your business
- Something that most people don't know about until they visit your business
- Reveal your favourite local lookout, walk, swimming spot or coffee outlet
- Explain a local reference that outsiders wouldn't understand ("There are two great swimming holes on the Delatite River in Mansfield - 'White Hole' and 'Black Hole'. Both are completely different and unmarked spots, White Hole is the one near Mirimbah, and if you want to know how to get them, you'll have to come in and ask us... but you didn't hear it from me!")
- People know us for XXX – but did you know that we also do XXX
- An unexpected High Country experience that can be gifted this Christmas
- Your favourite hidden High Country spot, away from the crowds
- A little-known but local favourite product / business

2. Record a 10-30 sec face-to-camera video revealing your "secret", and finish with the line "but you didn't hear it from me/us"

3. Post to Insta/FB and tag @seehighcountry and use the hashtags etc.

remember

Just because we think we're very familiar with many things around us, they can still be a "hidden gem/secret" to people who have never visited before. Hence, it might be well known to many, but it will still be news to others who see this campaign. (People can be so cynical about what is a "secret/hidden gem" when it's already well known to people who have been there/done it before.)

inspiration

Informative and inspirational content, like travel-tips, suits this new video-style incredibly well – and the best part is that the content doesn't have to be super high quality! Users are happy to engage with content, even if you feel the content quality might be lower, if it gives them something of value in return.

A simple framework to base your own High Country Secret video could be:

- **Opening frame** - Picturesque scenery or a behind-the-scenes sneak peek at product being made
- **Second frame** - A piece to camera talking to a fact about the location/your business/your product or footage of the location/your product with a voiceover talking to what the user is seeing
- **Third frame** - End with a piece-to-camera stating "you didn't hear it from me"

For some High Country Secret video inspiration check out:

INSPIRATION | POST COPY

Example post copy for your own posts:

"Did you know that tucked away in a little pocket of #VictoriasHighCountry, you can find XXXX. It's a secret held close to the locals' hearts – but we felt it was time to let you in on it.

But you didn't hear it from us #HighCountrySecret"

"#VictoriasHighCountry is known for its ski slopes in winter – but did you know you can experience the slopes in summer too? Just turn right from XXX road and drive XX minutes. A beautiful view awaits (**but you didn't hear it from us**). #HighCountrySecret"

"One of my favourite spots to visit on my day off, is this waterfall close to XXX. It's a quiet getaway where I can clear my head – **but you didn't hear it from me**. #HighCountrySecret"

"We love ending the day with a XX at XX. Did you know this is a local favourite and made right here in XXX. We recommend having it with XX from XX. Enjoy #HighCountrySecret"

inspiration

INSPIRATION | POST COMMENTS

Example comments on @seehighcountry posts:

"We can't wait for you all to experience our High Country secrets! "

"Bet you don't know about XXXX at XXXX– **you didn't hear it from us though**"

"See you soon "

"Love getting people to visit #VictoriasHighCountry like a local"



dos and don'ts

Do

Have fun!

This campaign provides you with the opportunity to showcase what makes you and your surrounds truly unique – lean into what this might be, no matter how small or obscure! Surprise potential visitors with your hidden gems and secrets.

Keep it simple, and short

When creating video content, try to stick to one key takeaway of what you want your viewer to know. A recommended maximum video length is 30 seconds.

Use relevant hashtags

Use the campaign hashtags, your business hashtag and 2-3 other relevant travel or location hashtags.

Primary hashtag: **#victoriashighcountry**

Campaign hashtags: **#highcountrysecret #youididnthearitfromme**

State & National tourism hashtags: **#visitvictoria #seeaustralia #comeandsayday**

Local hashtags:

Alpine: **#brightandsurrounds (or #myrtleford #harrierville #mtbeauty)**

Benalla: **#enjoybenalla**

Falls Creek: **#falls creek**

Hotham: **#mthotham**

Indigo: **#explorebeechworth #explorerutherglen #exploreackandandah #explorechiltern**

Mansfield: **#mansfieldmtbuller**

Mt Buller: **#mtbuller**

Murrindindi: **#discoverdindi**

Towong: **#visituppermurray**

Rural City of Wangaratta: **#visitwangaratta #visitkingvalley**

dos and don'ts

Don't

Be Afraid

If you're new to the world of social media, a simple image post with some text telling viewers why this is a hidden gem/secret ("*but you didn't hear it from me*") fits this campaign perfectly.

Try to pack too much in to one video

Focus on one secret per piece of content and keep the post copy on that topic.

Hesitate to reach out with questions

The Tourism North East and Ogilvy PR teams are here to answer any questions you might have about the campaign, content roll-out timings – or just to provide a sense check on created content! Please get in touch (contacts on page 25)



q & a

A helpful guide for responding to consumer/visitor questions about the campaign:

What's this campaign all about?

We're inviting explorers to look a little deeper and discover the secrets of Victoria's High Country while helping us keep the area and wildlife safe and preserved for future generations. Visitors have the opportunity to opt-in and sign an agreement, which will provide them with a list of hidden gems and local secrets so they can truly explore like a local.

What's the deal with the confidentiality agreement?

We know this is a little bit different, but we wanted to share our secrets with visitors that want to leave the beaten path and discover the hidden gems of our beloved High Country. The confidentiality agreement provides a list of hidden gems and secrets, so you can explore like a local while helping us keep the area preserved for future generations.

Can I visit Victoria's High Country if I don't sign the confidentiality agreement?

Absolutely! We'd love to welcome you to Victoria's High Country year round and help you explore like a local. If you choose to sign the confidentiality agreement, you'll be let in on some of the hidden gems that are close to the hearts of locals.

Do you have any other secrets of the High Country you can share?

We sure do – what kind of visit to the High Country are you planning? Let us know, and we can let you in on a secret or two that will take your visit to the next level.

Can I share my own High Country secrets after I visit?

For sure, we love to see our visitors share their amazing experiences on their socials. Don't forget to include a shout out to the Confidentiality Agreement so your friends, family and followers can unlock hidden gems in the region for themselves.

Discover more at:

victoriashighcountry.com.au/secrets

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