

CREATE *Great* PROGRAM

CAIRNS &
GREAT BARRIER REEF



ABOUT THE PROGRAM

PURPOSE

- Create a unified brand story across the region highlighting the unique experiences or practises members have in place
- Assist members to gain access to new content to use in their marketing or to improve website user experience and search visibility
- Where relevant, highlight sustainable practices that members have in place to showcase the region's sustainable tourism story

WHAT

- Up to \$5,000 content grants available for the following membership levels:
 - Partner of Tourism
 - Partner of Business Events
 - Champion of Tourism
- Maximum of \$5000 grant per member but can group packages. If selecting multiple packages, these must be submitted in the same application.
- Limited number of packages available
- All content to be joint copyright with Tourism Tropical North Queensland (TTNQ)
- Content must be delivered by successful suppliers of the Create Great Program only. Content Creators/ Suppliers will be confirmed in December

CONSIDERATIONS

- As part off the application process Members will need to:
 - Demonstrate how they will use the content as part of the application process. This may include paid, earned or owned activity using the content
 - Highlight their hero experience and alignment with TTNQ brand pillars
- Any additional costs associated with the program is at Members' or Content Creator/ Suppliers' expense
- Talent must be featured in shoots and must be provided by Member
- Unless agreed upon by Member, shoots must take place over one day to minimise impact on operations
- As a part of the program, Content Creators/ Suppliers will need to:
 - Work directly with members to develop and deliver program
 - Provide activity plans that must be approved by TTNQ prior to commencement
 - Have a minimum of \$10 million public liability and all relevant permits e.g. CASA/ PADI (photographers/ videographers only)
 - Be available to attend a half-day brand workshop on Monday 13 December 2021
 - Deliver the activity within 6-8 weeks of commencement

The Create Great Program is being funded from the Australian Government under the Recovery for Regional Tourism program, an initiative of the \$1B COVID-19 Relief and Recovery Fund.

PACKAGE	VALUE	OVERVIEW	INCLUSIONS
WEBSITE UPLIFT	\$5,000	Improve your search engine visibility, website user experience and content for your website	<ul style="list-style-type: none"> Website audit Search Engine Optimisation (SEO) audit and implementation Basic website improvements There will be some flexibility on deliverables based on based on the recommendations from the website audit. May include new website copy, photos or a combination. Each will be assessed on a case-by-case basis, up to the value of \$5,000 (total)
WEBSITE OPTIMISATION	\$2,500	Improve your search engine visibility and website user experience	<ul style="list-style-type: none"> Website audit Search Engine Optimisation (SEO) audit and implementation Basic website improvements for a better user experience
VISUAL ELEVATION	\$5,000	Elevate your website, social media and marketing material with new photos and videos	<ul style="list-style-type: none"> 30x edited images 90 seconds of produced video in 16:9 ratio <ul style="list-style-type: none"> You can opt to break down into different video lengths with a total of 90 seconds. E.g. 1x 30 second and 1x 60 second OR 6x 15 second, OR 3x 30 second videos, etc. 10 minutes of b-roll from shoot
VISUAL REFRESHER	\$2,500	Refresh your website, social media and marketing material with new photos	<ul style="list-style-type: none"> 50x edited images
STORYTELLER	\$2,500	Elevate your stories through blogs or page copy for your website	<ul style="list-style-type: none"> 5x new blogs or page copy for your website (600-800 words each)