

EXPLORE GREAT PROGRAM

CONTENT CREATOR HANDBOOK



FEBRUARY 2023

CAIRNS &
GREAT
BARRIER
REEF

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Tourism Tropical North Queensland acknowledge the custodianship of the land and sea country by Aboriginal and Torres Strait Islander People, whose rich cultures, heritage values, enduring connections and shared efforts protect our natural assets for future generations.

We pay our respects to Elders past, present and emerging.

ABOUT TROPICAL NORTH QUEENSLAND

Tourism Tropical North Queensland (TTNQ) is the official regional marketing organisation representing the Tropical North Queensland region, otherwise known as Cairns & Great Barrier Reef.

WHERE IS TROPICAL NORTH QUEENSLAND?

The Tropical North Queensland region stretches from Cardwell, north to the tip of Cape York and the Torres Strait Islands, and west to the border of Queensland and the Northern Territory.

Refer to the map below for an overview of the region.

ABOUT THE CAIRNS & GREAT BARRIER REEF BRAND

In paid marketing our brand name appears as Cairns & Great Barrier Reef to provide a recognisable locator, where Tropical North Queensland may be ambiguous.

Across our domestic social media channels, we appear as Tropical North Queensland, so when speaking about our region you can still refer to it as Tropical North Queensland unless otherwise specified.

The brand and naming conventions of the region will be further explained in your briefing with TTNQ.



OUR BRAND STRATEGY: SEE GREAT. LEAVE GREATER.

Cairns & Great Barrier Reef has always delivered more than just a holiday, road trip or weekend away. “Leave greater” is not just a tagline, it is a promise to our visitors. It serves as a reminder for ourselves to leave our visitors better than we found them, inspiring them to leave as custodians of the region, where ‘great’ can be found around every corner.

Home to two World Heritage Listed areas, the Wet Tropics Rainforest and the Great Barrier Reef, Tropical North Queensland has an incredible selection of **unique nature and wildlife** unlike anywhere in the world. Your connection to the land will only be made stronger as you explore country with Traditional Custodians with tens of thousands of years of **culture** behind them. With sustainability at the forefront of everything we do, you can be rest assured that your trip to Tropical North Queensland will have a positive impact on the natural environment and wildlife.

Please take some time to read our **Brand Book and language guidelines** for information about the Cairns & Great Barrier Reef brand, Tropical North Queensland and how best to represent the region in your content and social activity.

SEASONAL STRATEGY

Tropical North Queensland faces challenges with its seasons, with the region typically viewed as a two-seasonal year (wet and dry). Domestic visitors often view our summer as either being too hot or wet to visit, so we have been working to change the mindset around our seasons and showcase that we are a year-round destination. To do this, we have changed the way we speak about weather, focusing on the unique experiences on offer during each season (summer, autumn, winter, spring).

We recognise that First Nations Peoples have been guided by weather and seasons in a very different way and our approach takes inspiration from this calendar structure. Rather than being guided by months, the Indigenous seasons are guided by natural events that occur and subtle changes can be an indication of food in season or wildlife behaviours.

Indigenous calendars are built in a circular format with overlapping transition periods, highlighting smaller occurrences. For example, the wet season is not the same for the entire typical six-month period. It’s broken up into many sub-categories such as ‘first rains’, ‘storm time’ or ‘monsoon/cyclone time’.

More information about weather and seasons in Tropical North Queensland can be found [here](#).



SUMMER

Summer in the tropics is when nature comes alive. Tropical produce is in abundance, wildlife is active, the landscapes are lush and green and the seas are calm and clear. Warm rainy days are common, but that's part of the fun!

HERO EXPERIENCES:

- Active wildlife
- Freshwater swimming
- Warm rain as well as sunny days
- Lush rainforest accommodation
- Great Barrier Reef, with protective suit
- Tropical produce

AUTUMN

The warm rainy days can continue through autumn, generally lessening as the months go on. The landscape is lush, waterfall chasing is spectacular and the outback reopens with a lush, green landscape.

HERO EXPERIENCES:

- Outback reopens for 'green season'
- Waterfalls and swimming holes
- Barron Falls at its peak
- Land is most lush and green
- Events calendar gets busy
- Highest average rainfall (March)
- Tropical fruit still in abundance
- Sugar Cane starts flowering

SEASONS

WINTER

As the weather cools down to an average of 25°C, adventurers start embarking on epic road trips, camping and hiking. If that's not for you, luxury accommodation, nights by the fire and lazy beach days beckon.

HERO EXPERIENCES:

- Road trips
- Cape York
- Dwarf minke whales
- Stargazing
- Camping
- Hiking
- Beaches
- Cardwell Spa Pool
- Crocodile spotting

SPRING

The tropics have a reputation of summer year-round, but spring is where that traditional summer feeling kicks in. Warm days call for swimming, flowers are blooming, wildlife is abundant and conditions on the reef are perfect.

HERO EXPERIENCES:

- Colourful landscapes, blooming flowers and fruiting plants
- Coral spawning
- Water clarity and calm seas
- Freshwater swimming or pool time at resorts
- Morning Glory clouds
- Events

TNQ FACT SHEET

- Tropical North Queensland is the only place in the world where two natural World Heritage Listed areas meet – the Great Barrier Reef Marine Park and the Wet Tropics Rainforest.
- The Daintree Rainforest is located within the Wet Tropics World Heritage Area, but the Wet Tropics rainforest is much larger than just the Daintree, spanning some 894,420 hectares.
- The Great Barrier Reef covers 344,400km² in area and stretches 2300km along the Queensland coast. It's roughly the same area as Japan, Germany or Italy.
- Mission Beach was the birthplace of the Great Barrier Reef Marine Park.
- The Ribbon Reefs, north of Port Douglas, is the only known aggregation of Dwarf Minke Whales. This experience only occurs in winter and only a select few tour boats have permits to swim with them.
- The Wet Tropics World Heritage Area, covering almost 900,000 Hectares (9000 km²) is the world's oldest rainforest and is the most biologically diverse tropical rainforest on the planet – parts of it are over 80 million years older than the Amazon.
- Tropical North Queensland is home to Australia's only two species of tree kangaroos – the Lumholtz's, found in the Atherton Tablelands and the Bennett's in the Daintree and north to Cooktown.
- There are 700 plant species that are endemic to the Wet Tropics, with up to 100 species heavily depending on the southern cassowary (also endemic to the Wet Tropics) to distribute their seeds.
- Tropical North Queensland is home to many Aboriginal cultures and the origin place of Torres Strait Islander culture. Traditional Custodians continue to have a strong connection to country today.
- The Quinkan Rock Art sites near Laura in Cape York are listed by UNESCO as being among the top 10 rock art sites worldwide.
- The Chillagoe-Mungana caves are the remnants of an ancient 400-million-year-old reef.
- Tropical North Queensland has the highest concentration of eco-certified experiences in Australia and Port Douglas Daintree was the first region to be awarded Ecotourism Australia's Eco Destination certification.

MORE INFORMATION ABOUT TROPICAL NORTH QUEENSLAND

- [Weather and seasons](#)
- [Indigenous culture](#)
- [Things to do cairns](#)
- [Everything you need to know about the Cardwell Spa Pool](#)
- [Must-do day trips from Cairns](#)
- [Everything you need to know about cassowaries](#)
- [Everything you need to know about crocodiles](#)
- [How you can be a more eco-conscious traveller](#)
- [Explore waterfalls](#)
- [Bars and breweries to check out in the Cairns CBD](#)
- [Eating local in Cairns](#)
- [Accessible travel](#)
- [Sustainable travel](#)

ABOUT THE EXPLORE GREAT PROGRAM

WHAT IS IT?

The 'Explore Great Program' is designed to grow our content library, create new content for our owned channels and tell our story through chosen influencers so they can become custodians of the region and convey that message to an engaged audience.

We work with influencers and content creators to produce a variety of assets to support our brand. This may include social promotion on the influencers' channels, creating content to post on TTNQ's channels or other relevant marketing material.

Any produced content must be appropriate, safe and align with our brand values. This includes following any laws or warnings and photography regulations at shoot locations – and remember to leave the places you visit greater than when you arrived. Please ensure that past content on your channels also aligns with these guidelines. You will also need to make sure that you have any required insurances or permits prior to arrival.



WHAT KIND OF CREATORS ARE WE LOOKING FOR?

When searching for the right influencer, we look at audience demographics, channel engagement and content, among other things. If you're interested in working with us, please send through a media kit that includes:

- An overview of your channels (including social media, websites and any other channels you deem relevant)
- The average engagement and reach rates of each channel
- A breakdown of your audience on each channel – this should include (where available) age, location, gender split and interests
- A proposal of how you would like to work with us or what you can offer
- Standard rates or costs involved in working with you
- A brief portfolio of your previous work and any reviews you have received

Content creators may not be required to reach benchmark statistics or key demographics, though we still ask that you send through a media kit that showcases your work. Requirements, deliverables and KPIs for content packages will be negotiated on a case-by-case basis. If creators post content that promotes the region or project outside of paid deliverables, data should still be reported as per the below.

BENCHMARKS AND PRIMARY CHANNELS

Our primary channels are Instagram and Facebook. Below are the industry benchmarks we use to analyse influencers on these channels. We may look to utilise influencers on other channels (for example TikTok) as well to increase our reach across newer platforms if relevant.

Instagram average engagement rate by followers

<5000 **6%**

5000 – 20,000 **3%**

20,000 – 1,000,000 **2%**

>1,000,000 **1.9%**

Facebook average engagement rate by followers

<10,000 **0.31%**

10,000 – 100,000 **0.22%**

>100,000 **0.05%**

POST CAMPAIGN REPORTING

Once your campaign with us is finished and all paid content is live, you will need to provide us with a post campaign report (PCR). This should include:

- Number of posts, stories or other relevant activity (e.g. website or eDMs).
- Reach and engagement statistics of all posts, stories and other relevant paid activity as above.
- Full value of any paid content including posts, photos or videos (we use this to calculate ROI and value of influencer activity, it may be more than what we have paid for it if you have provided discounts).
- Value of any bonus activity if included (this is only for activity included beyond paid activity).
- Any feedback and highlights of the trip. Don't forget to let us know if you have any suggestions for future campaigns.

HOW IT WORKS

1. Establish partnership with influencer or content creator. We may engage with creators who contact us, or we may reach out to creators that we are interested in working with.
2. Negotiate deliverables, cost and key performance indicators or goals.
3. Sign contract and liability forms, and provide any relevant documents or information.
4. Agree on experiences and itinerary.
5. Briefing content creator on region. This may be done over the phone, video call or a meeting when you arrive. You will always receive a briefing document with general information on the campaign prior to travel.
6. Enjoy your time in Tropical North Queensland.
7. Provide a post campaign report after all deliverables are confirmed and live.



THINGS TO REMEMBER

- Follow any warning signs or out of bounds areas – some common examples: the top pool at Josephine Falls is out of bounds, as is the Devils pool at Babinda Boulders. Do not jump fences or ignore signage.
- Be safe while travelling – stay away from the edges of waterfalls and don't engage in dangerous activities to capture content.
- There are restrictions on drone usage in Tropical North Queensland. Please check the [Civil Aviation Safety Authority \(CASA\) website](#) for information on drone usage. Be respectful while filming– do not fly drones in crowded areas, over marine mammals or close to other wildlife.
- Tropical North Queensland is home to a wide variety of wildlife. While most will steer clear of people, there are some that may be dangerous if you encroach on their territory. Find information on staying safe and being respectful to local wildlife [on our website](#).
- If you have any questions about the process, deliverables, itinerary or something else, contact your TTNQ representative for clarification. You will have been provided contact details in your itinerary and/ or through your representing agency.
- Do not change your bookings or tours without prior consultation with TTNQ.



PAST COLLABORATIONS



HAYLEY ANDERSEN & KYLE HUNTER

December 2020

Campaign: Summer in the Tropics

Purpose: Following the launch of our seasonal strategy, this project aimed to capture summer content, promoting positive experiences to a domestic audience.

Deliverables: Social media feed posts and stories, YouTube vlog and images for TTNQ use.



JAMES VODICKA & ASHLEIGH BRIDGET

March 2021

Campaign: Adventure

Purpose: Capture content for upcoming adventure campaign and promote adventure experiences in Tropical North Queensland.

Deliverables: Video and images for TTNQ use, bonus inclusion in The Rambler Co publication and promotion and social media posts .



SALTY LUXE

April 2021

Campaign: Eco-Luxury

Purpose: Promote sustainable luxury experiences and show that visitors don't need to compromise on comfort to travel sustainably.

Deliverables: Social media feed posts and stories, images, dedicated blog on Salty Luxe website and eDM marketing.



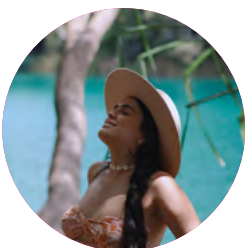
BRINKLEY DAVIES & SALTY WINGS

November 2021

Campaign: Eco-Luxury (sustainability focus)

Purpose: Promote conservation and sustainable travel in Tropical North Queensland, and create content for TTNQ use.

Deliverables: Social media posts, stories and images for TTNQ use.



JADE SIMKINS

June 2022




Campaign: Content creation

Purpose: Produce content featuring Port Douglas & Daintree to be posted on TTNQ channels including social media and YouTube.





Deliverables: Edited vlog-style videos for TTNQ use.

REGIONAL SOCIAL MEDIA CHANNELS






TOURISM AUSTRALIA

-  facebook.com/australia
-  [@australia](https://instagram.com/australia)
-  [@australia](https://twitter.com/australia)
-  australia.com





TOURISM & EVENTS QUEENSLAND

-  facebook.com/visitqueensland
-  [@queensland](https://instagram.com/queensland)
-  [@queensland](https://twitter.com/queensland)
-  queensland.com





TOURISM TROPICAL NORTH QUEENSLAND

-  facebook.com/tropicalnorthqueensland
-  [@tropicalnorthqueensland](https://instagram.com/tropicalnorthqueensland)
-  [@tropicalnorthqueensland](https://twitter.com/tropicalnorthqueensland)
-  [@cairnsqbr](https://twitter.com/cairnsqbr)
-  tropicalnorthqueensland.org.au





TOURISM PORT DOUGLAS DAINTREE

-  facebook.com/portdouglasdaintree
-  [@portdouglasdaintree](https://instagram.com/portdouglasdaintree)
-  [@portdouglas_aus](https://twitter.com/portdouglas_aus)
-  visitportdouglasdaintree.com




TOURISM ATHERTON TABLELANDS

-  facebook.com/athertontablelands
-  [@athertontablelands](https://instagram.com/athertontablelands)
-  [@ath_tablelands](https://twitter.com/ath_tablelands)
-  athertontablelands.com.au




CASSOWARY COAST TOURISM

-  facebook.com/cassowarycoastaustralia
-  [@cassowarycoastaustralia](https://instagram.com/cassowarycoastaustralia)
-  [@tropical_coast](https://twitter.com/tropical_coast)
-  cassowarycoasttourism.com.au





TOURISM PALM COVE

-  facebook.com/visitpalmcove
-  [@visitpalmcove](https://instagram.com/visitpalmcove)
-  [@palmcove_qld](https://twitter.com/palmcove_qld)
-  tourismpalmcove.com




THE SAVANNAH WAY

-  facebook.com/savannahway
-  [@savannah_way_australia](https://instagram.com/savannah_way_australia)
-  savannahway.com.au

COOKTOWN

-  facebook.com/cooktownTNQ
-  [@cooktownTNQ](https://instagram.com/cooktownTNQ)
-  [@cooktownTNQ](https://twitter.com/cooktownTNQ)
-  cooktownandcapeyork.com

TRINITY BEACH PROMOTION ASSOCIATION

-  facebook.com/trinitybeachcairns
-  [@trinitybeachcairns](https://instagram.com/trinitybeachcairns)
-  trinitybeachholiday.com



IF YOU HAVE ANY FURTHER QUESTIONS ABOUT THE EXPLORE GREAT PROGRAM, PLEASE CONTACT US AT CONTENT@TTNQ.ORG.AU