AUSTRALIA'S
GOLDEN OUTBACK

Industry Marketing Toolkit

Amplify your marketing activities with AGO





About AGO

Australia's Golden Outback (AGO) is one of Western Australia's five Regional Tourism Organisations (RTOs), working alongside Tourism WA to market its region to Intrastate visitors (Western Australians).

Key facts

- **Role:** To promote the region as a holiday destination, drive visitation, leads and bookings for local tourism operators, and support industry capability.

- **Area:** The largest RTO in WA, covering more than half the state. It takes in the Wheatbelt, Goldfields, Esperance and Gascoyne Murchison regions.

- **Other WA RTOs:** Australia's Coral Coast, Australia's North West, Australia's South West, and Destination Perth.

Benefits of working with us

Working with Australia's Golden Outback through seasonal campaigns, advertising, and other marketing activities opens up a breadth of additional benefits to your own marketing efforts throughout the year, over and above the advantages you receive from membership alone.

We offer a large, warm audience, whether through our **80.7K** Instagram followers, **116K**+ Facebook followers, more than **450K+** website users annually, or **28K+** consumer email database.



The basics

Help your visitors find you and/or key attractions and sites in your local area by registering your business or local attraction on the following sites.

- [ ] **Create an ATDW Listing**
  Don't miss out on potential visitors from social channels and booking websites.
  Register your attractions or business for free on the Australian Tourism Data Warehouse.

- [ ] **Become an AGO Member**
  We have three levels of membership available. The Free membership provides operators, Shires, and businesses with the ability to appear on the AGO website if they have an ATDW listing. Silver membership, provides access to buy in packages and trade support, while Gold membership provides members with 50% off all campaign buy in packages. Learn more

- [ ] **Create A Google My Business Listing**
  For businesses turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more. Create a Business Profile at no cost on Google My Business

- [ ] **Download Assets From the AGO Media Hub**
  Utilise the AGO resorces and images by downloading brand assets, photo and video files. Download assets from Australia's Golden Outback Media Hub

- [ ] **Online Booking**
  Being online bookable should be a fundamental part of your marketing strategy. Think about your target customer and how they will find you.
  - Dont have a booking system yet? Ask us about possible options and solutions.
  - Keep your availability and rates up to date so you never miss out on a booking.



Social Media

Australia's Golden Outback as a combined social following of over 250,000 across Instagram, Facebook and TikTok. Every post we share puts your business, town, or organisation in front of people planning their next trip. Here's how to give your content the best chance of being found and shared.

- [ ] **Think Video First**
  Reels are where visitors are discovering new places. If a moment could be a reel, film it! Use the Video Shot List below for tips on filming engaging reels.

- [ ] **Create Content We Can Share**
  We look for:
  - Vertical video (9:16)
  - Real people enjoying your experience
  - Natural light
  - No text, logos or graphics over the image.

- [ ] **Tag us so we can find you**
  - Tag @australiasgoldenoutback in the image itself, not just the caption
  - You can also tag @australiasgoldenoutback @westernaustralia @australia
  - Email us to discuss collab opportunities and confirm timings (marketing@goldenoutback.com)
  - Like, share, comment and share stories to build engagement

- [ ] **Event Promotion**
  - Create an ATDW listing for your event to appear on the AGO website
  - AGO run a monthly 'What's On' organic post every month promoting events happening in our region for the month ahead.
  - To appear in this post events need to create their ATDW listing at least 6 weeks before the event live date.

- [ ] **Quality Images are Key**
  Invest in images that showcase your business. Upload them to your ATDW listing and increase your chances of featuring in destination marketing by sharing your images with the Australia's Golden Outback media hub. Upload here.



PR Checklist

Any new news is an opportunity to get media coverage. The media, AGO and our partners are always looking for fresh stories from our region but they can only share what they hear about.

A short, simple media release is all it takes. Use this checklist to spot your news, write it up, and send it to AGO so we can help amplify it.

If you can tick any of these, you have a story worth sharing.

Your News

- ☐ New product, tour or experience.
- ☐ New or upgraded facilities, accommodation or renovations
- ☐ Award win, finalist spot or accreditation
- ☐ Milestone or anniversary (e.g. 10 years in business, 1,000th guest)
- ☐ New staff, owners or a notable appointment
- ☐ Upcoming event, festival or seasonal highlight (e.g. wildflowers, harvest, school holidays)
- ☐ Partnership or collaboration with another business or community group
- ☐ Grant, investment or expansion
- ☐ Sustainability, Aboriginal tourism or community initiative
- ☐ Strong visitor numbers, record season or interesting trend
- ☐ A great local or human-interest story behind your business



PR Checklist

Your task: write a simple media release

Keep it to one page (300–400 words). Plain language beats polish.

- ▫ Headline — one line that says what's new and where
- ▫ Opening paragraph — answer who, what, when, where and why in 2–3 sentences
- ▫ Detail — 1–2 short paragraphs with key facts, dates, prices or numbers
- ▫ Quote — one or two sentences from the owner or manager, in their own voice
- ▫ Local angle — why it matters to the town, region or visitors
- ▫ Call to action — how people can book, visit or find out more (website, phone)
- ▫ Images — 2–3 high-res photos (landscape and portrait), with photo credits
- ▫ Media contact — name, phone and email of someone available for interviews

Before you send

- ▫ Read it aloud — does the headline and first paragraph tell the whole story?
- ▫ Check names, dates, prices and links are correct
- ▫ Make sure the media contact will answer the phone that week
- ▫ Send 2–4 weeks before the news happens (or on the day for awards and milestones)
- ▫ Email to your local paper, radio station and community newsletters — paste the release in the email body, not just as an attachment
- ▫ Send a copy to AGO at marketing@goldenoutback.com & coordinator@goldenoutback.com so we can share it across our channels and with media contacts
- ▫ Post it on your own website and social media
- ▫ Follow up with a short phone call or email 2–3 days later



Creating Content

Today's travellers discover, compare and book their holidays on social media, so the photos and videos you share can be the deciding factor in whether they visit. High-quality, authentic content builds trust, sparks curiosity and keeps your business top of mind long after someone first scrolls past.

This toolkit is designed to help you confidently promote your business, town or attraction, grow your audience, and showcase the people, places and experiences that make the Golden Outback unforgettable. Let's get started.

Before you film

- A few minutes of planning makes the difference between a usable clip and a scroll past.
- Pick one idea per video. One experience, one place, one moment. "Sunrise at Wave Rock" beats "everything we did this weekend".
- Think about the hook. The first 2–3 seconds decide whether people keep watching. Start with the most striking moment, not the drive in.
- Show the experience, not just the view. People want to picture themselves there: hands on a coffee cup, boots on a trail, a kid spotting an orchid.
- Plan a beginning, middle and end. Arrive, experience, payoff (the view, the meal, the sunset).
- Check the conditions. Golden hour (first and last hour of daylight) gives the best light. Avoid harsh midday sun where you can.



Filming tips & Shot list

Your phone is all you need. These basics make footage easy for us to edit.

Do	Avoid
Move slowly, or keep the phone still	Zooming in with your fingers
Shoot with the sun behind or beside you	Filming straight into the sun
Wipe your lens first	Smudged or dusty lenses (common on the road)
Capture natural sound (birds, crackling fire, laughter)	Wind noise or loud music over clips
Film in the highest quality your phone allows (4K if available)	Screenshots or clips saved from social apps
Take a mix of wide, medium and close-up shots	Every shot from the same distance

Tip: Film more than you think you need. A 15-second Reel is often built from 6–10 short clips.



Editing & Captions

What to capture

The content that performs best shows real people enjoying real moments. Ideas to get you started:

- **Landscapes with life:** granite outcrops, salt lakes and wheat fields with a person in frame for scale.
- **Wildflowers:** close-ups of individual blooms, then a wide shot of the carpet or trail.
- **Food and drink**: pouring, plating, the first bite, local produce on the counter.
- **Behind the scenes**: the farmer, the baker, the guide, the artist at work. Faces and hands build trust.
- **Events and festivals:** set-up, crowd moments, performers, the atmosphere at dusk.
- **Night skies and sunsets**: steady shots on a tripod or resting on something solid.
- **Accommodation:** the first look on arrival, morning coffee on the verandah, the view from bed.



Share Your Content

If you're sending footage to AGO, send the raw, unedited clips. We'll edit them to suit our channels.

If you're posting on your own channels too:

- Keep Reels short: 7–15 seconds performs well.
- Add text on screen. Most people watch with the sound off.
- Keep text within the centre of the frame so it isn't covered by buttons or captions.
- Use trending or royalty-free audio from within the app.
- Write captions that tell people where it is and what to do: town, business name, how to book.
- Tag the location and @australiasgoldenoutback, and use #AustraliasGoldenOutback.

Tell us how it goes. If one of your posts performs well, let us know. We can work with you to recreate or repurpose it as a collaboration.

How to create a collaborative post with AGO:

- Send us your raw clips and photos via [file-sharing link/email.
- Large files are best sent by WeTransfer, Google Drive or Dropbox rather than attached to an email.
- Include a short note: where it was filmed, when, who's in it, and any business or event to credit.
- Confirm you have permission to share the content, including from anyone identifiable in it.
- We create an original post using your footage, edited for our channels.
- We share the draft with you to review. Let us know any minor amends or feedback, such as names, spelling, details or captions, before we post and send the collaboration invite.
- We send you a collaboration invite on Instagram or Facebook. Accept it and the post appears on both feeds and reaches both audiences



Final checklist

Quick checklist

▫ Create and ATDW profile & listing for you business, shire, attraction, product or event.
▫ Create a google my business profile (if applicable)
▫ Invest in high-res imagery and video
▫ Utilise the AGO image library and media hub for destination imagery
▫ Tag us in your social posts and content
▫ Share news and high-res, quality content with AGO
▫ Write a press release
▫ Sign up for industry news updates and newsletters

HELPFUL LINKS

Tutorials

https://www.tiktok.com/@zalginnireels/video/7565764834143358229?_r=1&_t=ZS-94GPnTIEoEf

https://www.tiktok.com/@dika.arta/video/7483459297695829254?_r=1&_t=ZS-94GPiWGDecf

Examples

https://www.tiktok.com/@alienfieldnotes/video/7508454027332570411?_r=1&_t=ZS-94GPRSrJmaa

https://www.tiktok.com/@raimaa_brussels/video/7331829913919507744?_r=1&_t=ZS-94GPV4hhJ6z

https://www.tiktok.com/@mario.prawira/video/75575

Industry newsletter

Sign up to the AGO industry newsletter
https://mailchi.mp/goldenoutback/ago-industry-email-sign-up

AUSTRALIA'S
GOLDEN OUTBACK

For more information please contact...

Tiffany Watson
Marketing Manager
Australia's Golden Outback

0409 464 667
Marketing@goldenoutback.com
Level 12, 197 St. Georges Terrace
australiasgoldenoutback.com