

SEEK



OFF



Discover
NEWCASTLE

Industry Toolkit

BEAT



REWARD YOUR CURIOSITY.

Newcastle isn't your typical holiday destination, it is quite the opposite. It is a gritty, interesting, sophisticated and eclectic place to visit; ripe for an audience of smart and curious thinkers.

People who want new, different and stimulating experiences and who want to discover a lesser-known destination with culture, history and coastal experiences to reinvigorate the senses and stir the soul.

You have to want to put in some effort to discover this unique and quirky city rather than 'check-in' and put your feet up. After all, it's a city that rewards curiosity.



MEET THE CURIOUS PIONEER.

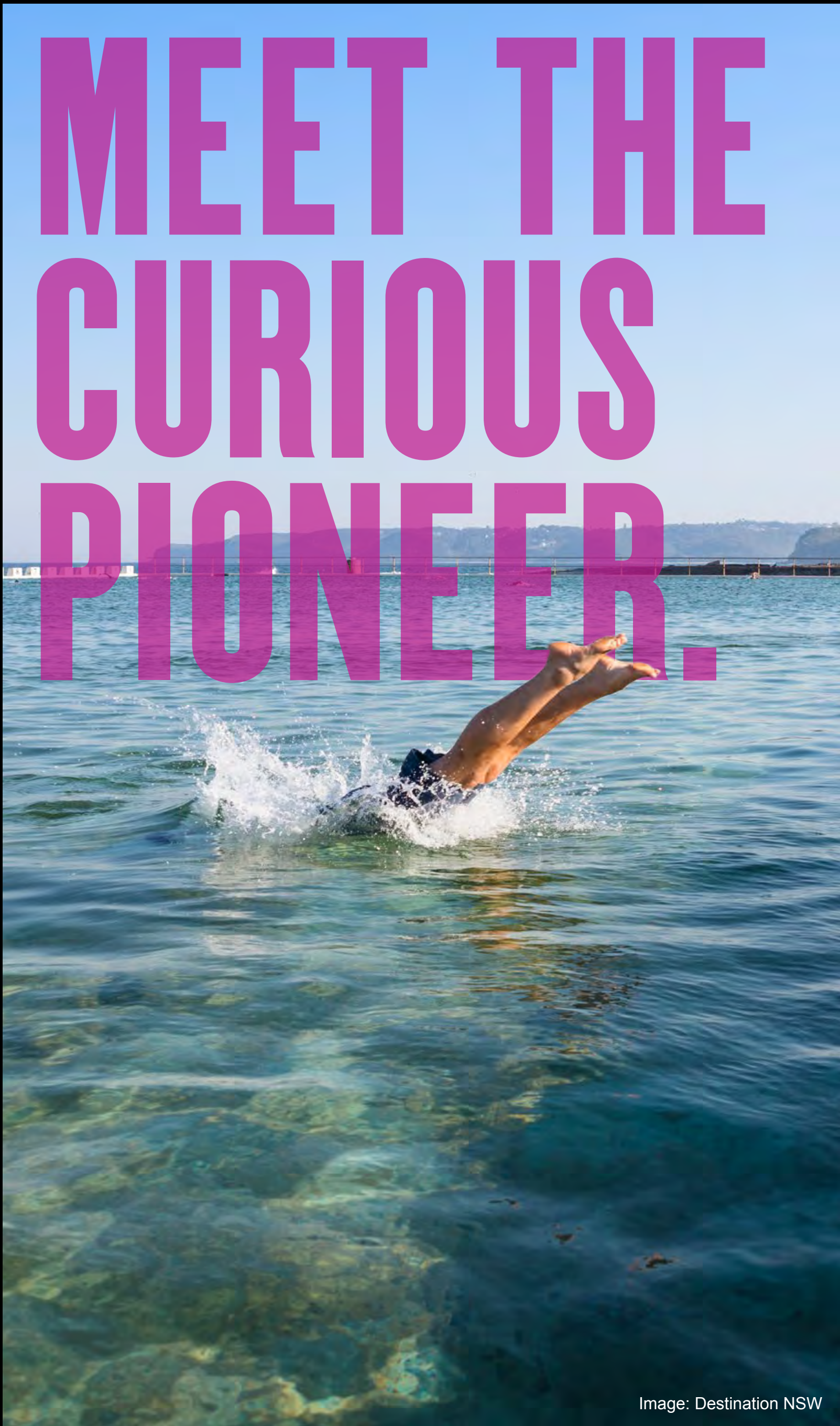


Image: Destination NSW



VISITOR ARCHETYPE.

Our bullseye visitor archetype spans demographic groups but has the same mindset and drivers for visitation – together they share a hunger for 'new and stimulating experiences'.

These are visitors with smart and curious minds. Most likely influencers among their peers, they are the first to break ground and blaze new paths.

When planning a getaway, they hunt for unusual, quirky and inspiring experiences that challenge their perceptions and reward their curiosity.

We believe that Newcastle's fervent atmosphere, creative and artisanal culture and strong heritage make the perfect destination for this influential archetype to discover, taste, experience and explore.



A COMPACT CITY WITH A UNIQUE CULTURAL HERITAGE.

Research indicates that when people visit Newcastle, they are amazed at how compact the city is. Unlike larger cities like Sydney or Melbourne, visitors have the ability to experience a diverse range of activities within close proximity of everything else.

This is a critical selling point; one that needs to be articulated through campaign creative and always on destination content.

On top of this, people who visit Newcastle love that it is a city where old meets new; our eclectic, post-industrial heritage mixed with a recent cultural shift is fostering creativity and a more relaxed lifestyle.

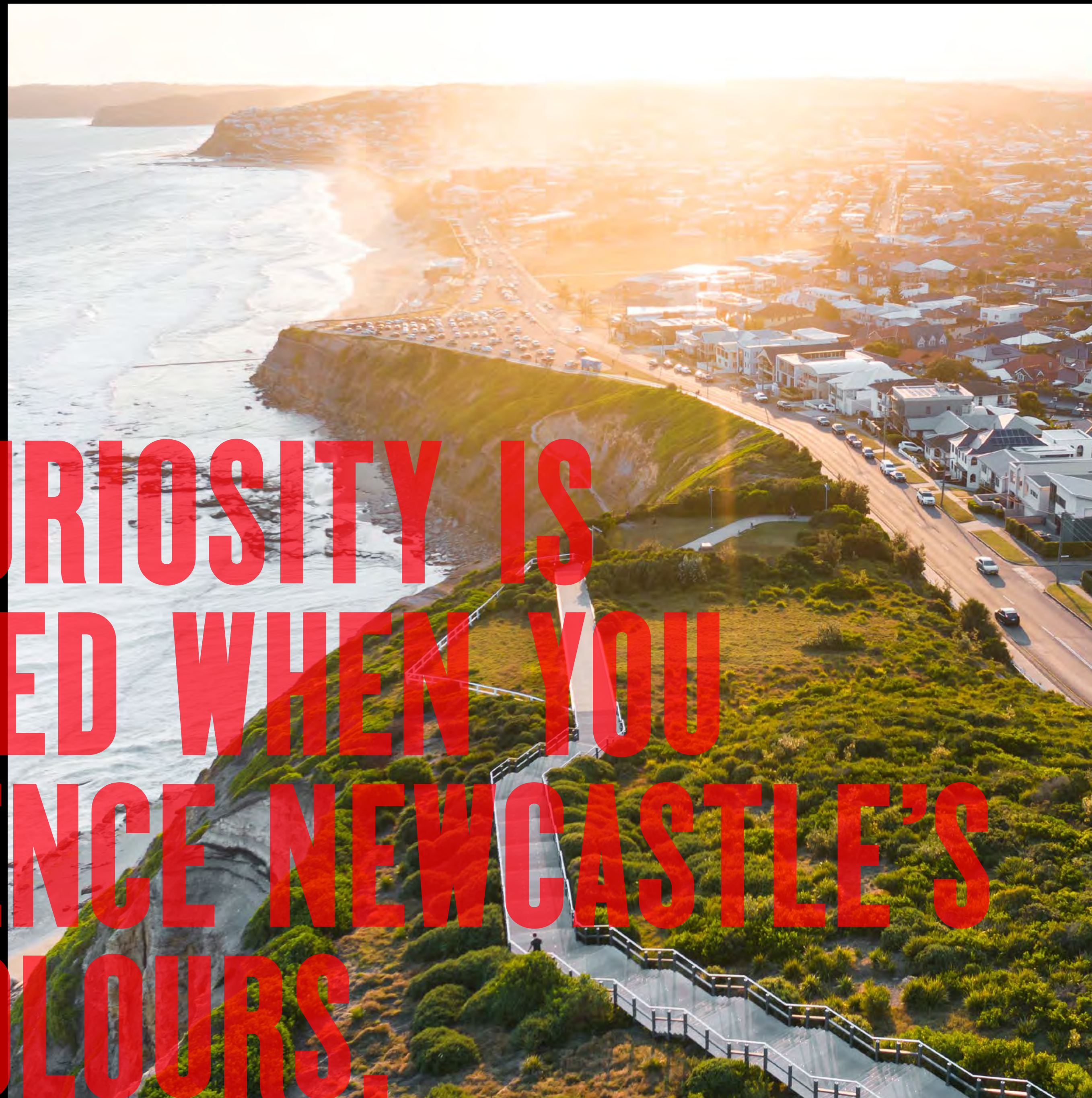
These key attributes form our unique differentiator among our neighbours and peers. Newcastle is a compact and colourful city on the coast that's waiting to be discovered.



OUR PROMISE

When you indulge your curiosity and uncover Newcastle's vibrant culture, rich heritage and electric atmosphere, you experience an unexpected feast for the senses and leave with enticing stories and a satisfied spirit. Our promise is a pithy articulation of this.

**YOUR CURIOSITY IS
REWARDED WHEN YOU
EXPERIENCE NEWCASTLE'S
TRUE COLOURS.**



When we say, true colours, we mean:

- A city of colourful characters, businesses, places and spaces.
- A shift from an industrial hub to a city of artisans and creators, innovators, and influencers.



PURPOSE

Our purpose is to give people an unexpected, eclectic and spirited city escape that exceeds their expectations and turns them into advocates.

Our purpose is something we are forever aiming to achieve with a focus on delivering an experience that truly shifts perceptions and exceeds expectations.



VISION

We want to be known as an offbeat city escape that boasts a rich heritage, a thriving cultural scene, a fervent atmosphere and a colourful personality.

Our vision represents what we want to be known for, more than just another coastal getaway, we want to position Newcastle as a lively, exciting and unexpected destination.



MISSION

It's our mission to show our true colours; to shift perceptions and establish Newcastle as a hub for tourism; cementing its place on the bucket-lists of the curious and culture-hungry traveller.

To achieve our mission, our communications must focus on the unique attributes, signature experiences and tourist-focused offerings that are in line with our vision.



OUR VALUES ENSURE THAT WE CAN DELIVER ON OUR MISSION, VISION AND PURPOSE.

Genuine.

We embrace authenticity and we are intrinsically inclusive and genuine.

Progressive.

We celebrate our urban-industrial heritage and constantly evolving city.

Creative.

An innovation hub for more than 200 years, our city is shaped by makers, creators, influencers and artisans.

Curious.

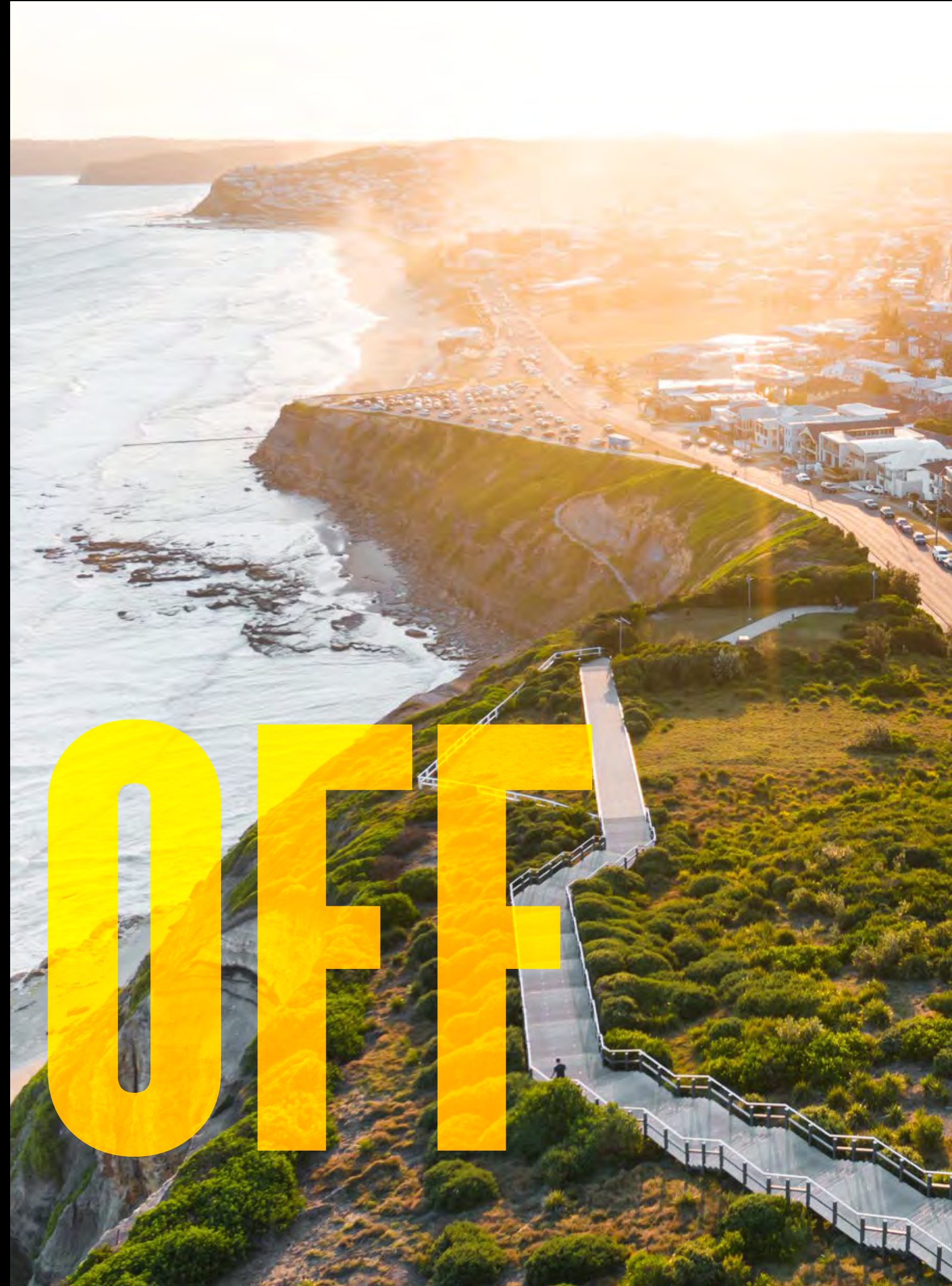
Our city rewards the curious with a rich, colourful and unexpected experience.

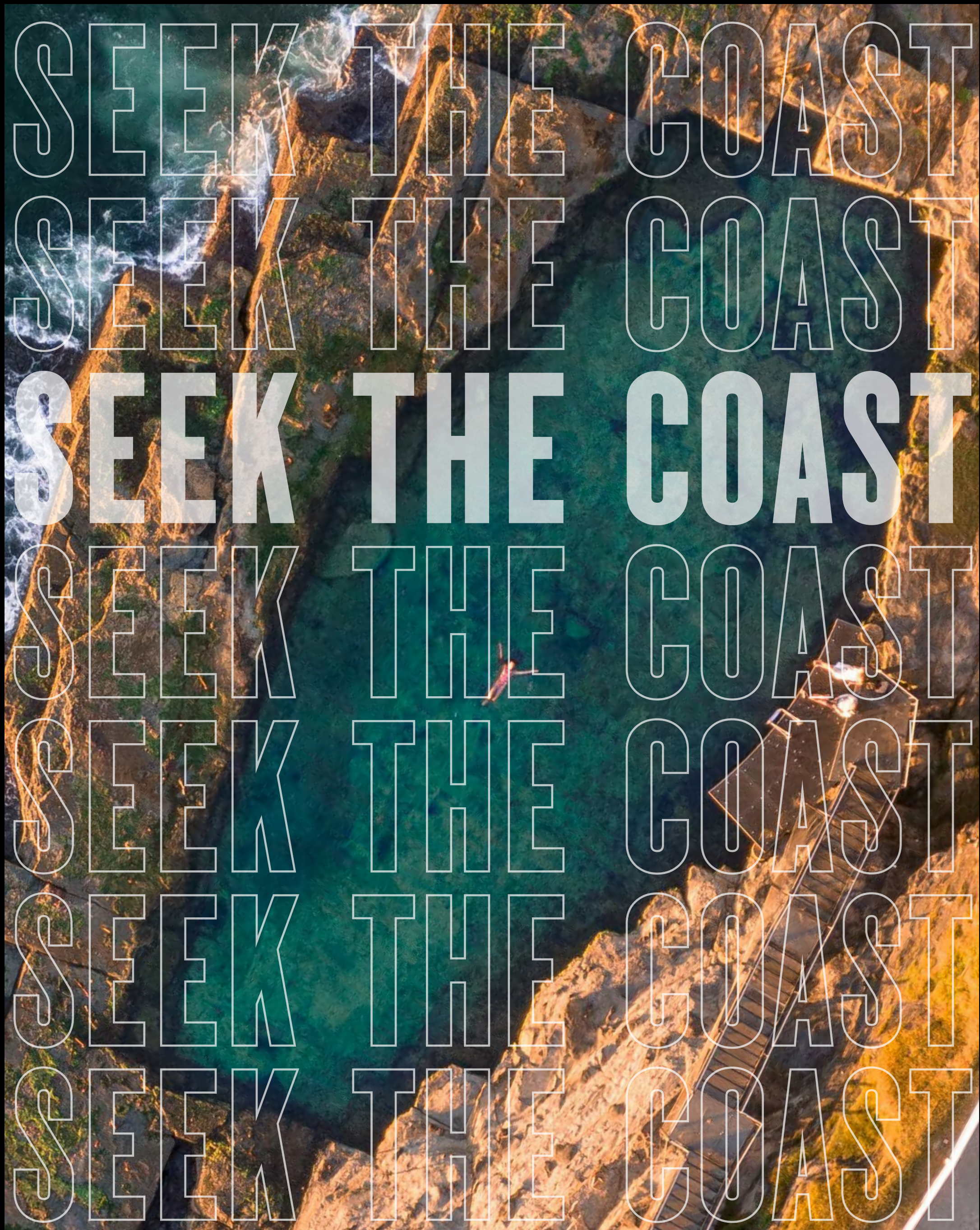
Brave.

We are refreshing and stimulating because we choose to do things differently.

OUR POSITIONING

Seek Off Beat is our positioning, it is a quirky call to action that asks our visitors to actively discover our eclectic side; to look beyond their existing perceptions and discover a colourful city with an offbeat flavour.





This is a destination where stunning waterways and iconic beaches are juxtaposed with a vibrant, eclectic and compact city, rich in culture and steeped in heritage.



Let's showcase the products and experiences that highlight our coastal assets and enable visitors to experience the raw and rugged beauty of the city's coastline in a way that is safe, sustainable & engaging.



We're a boutique destination that's anything but ordinary. Our rich heritage, thriving cultural scene and colourful personality makes us unique.

SEEK BOUTIQUE



UNCOVER ORIGINAL



Image: Teval Ceramics



Let's showcase Newcastle's rich and varied story by surfacing its history, art, creative talent and architecture. We'll express the story through the products and experiences that showcase the city's breadth of expertise and talent, creating a connection between people and place.





Image: Destination NSW



From gourmet fine dining to café culture and locally produced artisanal delights, our city boasts a thriving culinary culture with extraordinary flare.



Let's surprise and delight visitors with consistent, high quality culinary products and experiences that showcase local produce and ingredients. We've got so much to offer, from exceptional coffee to local craft beverages, quirky eateries to high-end, fine dining experiences.

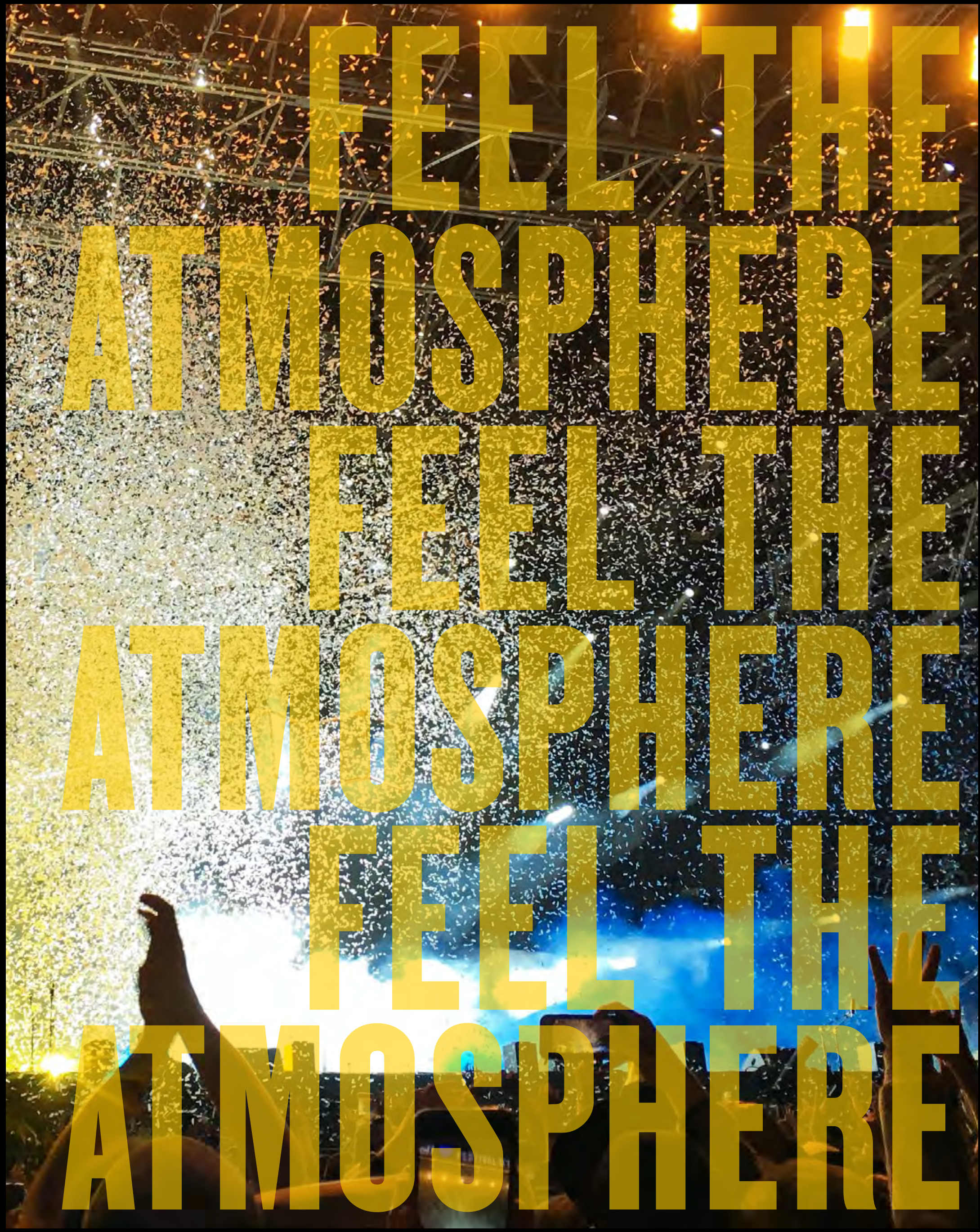




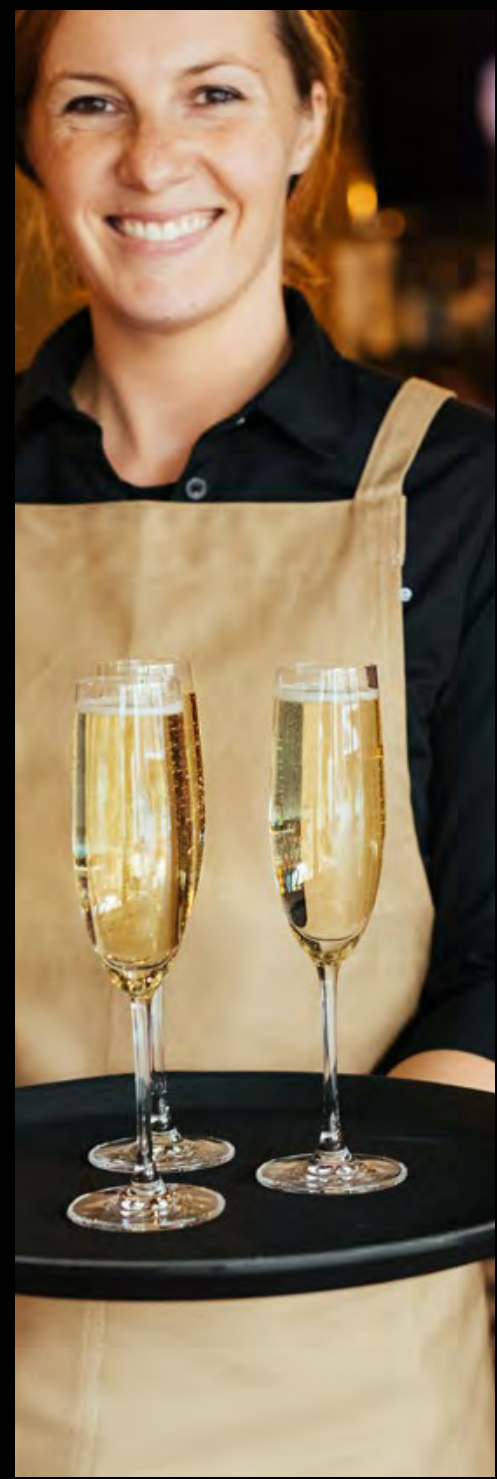
SEFY CULTURE

Our history and heritage feed our creativity and set the scene for unique events and performances.

Unexpected, eclectic and spirited, this is a city with a fervent atmosphere that has to be experienced to be believed.



FEEL THE
ATMOSPHERE
FEEL THE
ATMOSPHERE
FEEL THE
ATMOSPHERE



Newcastle knows how to show our visitors a great night out. Let's showcase our vibrant nightlife, unique dining spots, entertainment venues and bespoke venues. As a safe city, we'll assure visitors that they can enjoy Newcastle both day and night.



SEEK NATURE

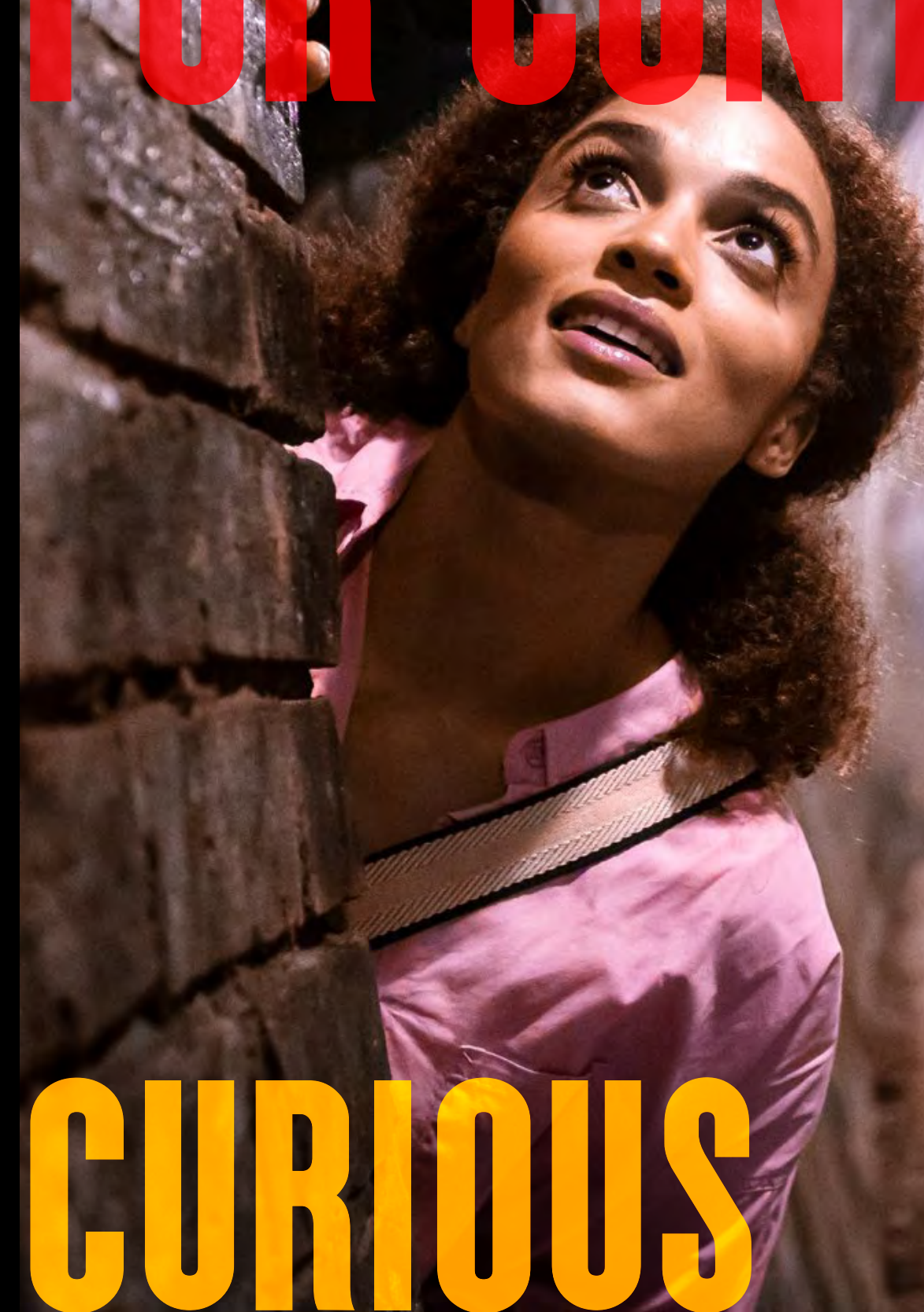


We are home to an abundance of significant natural attractions, stunning environments, and plentiful wildlife where a new adventure is awaiting around every corner.



Let's showcase products and experiences that enable visitors to explore Newcastle's natural beauty, from the bush and parklands to coastal walks and suburban bike trails.

3 KEY PRINCIPLES FOR CONTENT CREATION:



CURIOUS

Playing to the mindset of the Curious Pioneer archetype by positioning Newcastle as an exciting destination to discover.

Showing that curiosity is rewarded with unique experiences across a range of key themes (after dark, active & outdoors etc).



OFF BEAT

Capturing the flavour of Newcastle, the essence that differentiates it from its neighbours, Port Stephens and the Central Coast.

A unique place where old meets new, where post-industrial heritage meets creative coastal culture.



COMPACT

Unlike other cities, there are a huge variety of experiences on offer in such a compact destination. It's 15 minutes to anywhere in Newcastle.

It's a destination where everything is on your doorstep, from a stunning coastline to vibrant nightlife, bush walks and mountain bike trails to city markets and boutique shopping.

OUR LOGO

Our logo is a visualisation of Newcastle's true colours. It helps position the city as a vibrant and colourful destination, shifting perceptions of the city as an industrial hub to a contemporary, diverse and welcoming destination.

We use the logo as a sign-off on communications rather than making it the hero across everything. This allows our positioning statement 'Seek Off Beat' to shine.



NEWCASTLE

SEEK OFF BEAT

WORD BANK

The following words should be used as a guide for stakeholders when writing about Newcastle. They describe various aspects of our city, incorporating our brand values and tone of voice.

OUR CITY

New
Compact
Contemporary
Vibrant
Thriving
Original
Bustling
Memorable
Cosmopolitan
Natural
Iconic

OUR COMMUNITY

Friendly
Inspiring
Colourful
Eclectic
Full of Character
Curious
Extraordinary
Lively
Welcoming

OUR CULTURE

Creative
Artistic
Artisan
Quirky
Cultural
Unexpected
Boutique
Offbeat
Trendy
Heritage
Unique

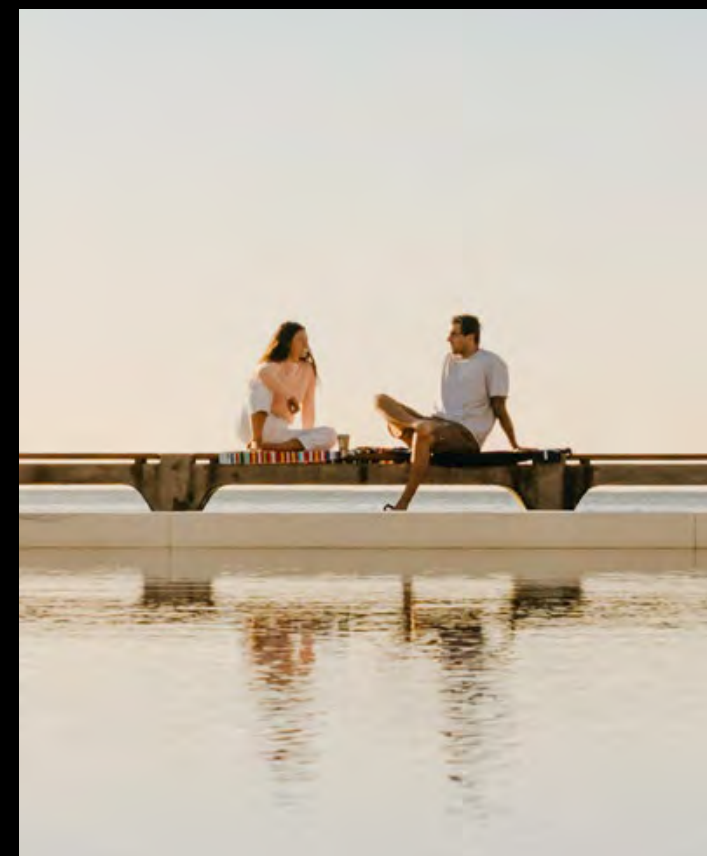
CALLS TO ACTION

Discover
Explore
Experience
Enjoy
Uncover
Visit
Seek
Find
Learn

OUR PHOTOGRAPHIC STYLE

Photography should be vibrant, exciting and energetic to embody the concept of offbeat. This should involve the use of movement, unexpected angles and surprising subject matter to create dynamic and engaging designs when combined with the bold, kinetic typography style.

The images used throughout this document are for style reference purposes only. Photography used in either internal or public facing applications must always have usage rights approved by the City of Newcastle Council first.



BUS ADVERTISING

We have used bus side and back placements in the launch of our campaign. These examples lead with our positioning line Seek Off Beat and feature an eclectic after dark image and a unique coastal shot of the Bogey Hole. It's important that we set ourselves apart from other destinations by showing off our unique attributes.



PRESS AD

This is an example of a press ad used in a local publication.

The repeated text echoes our positioning line and draws the eye down towards our logo.

The image focuses on our destination archetype, the curious pioneer, in an eclectic after dark setting.



SEEK OFF BEAT
SEEK OFF BEAT
SEEK OFF BEAT
SEEK OFF BEAT

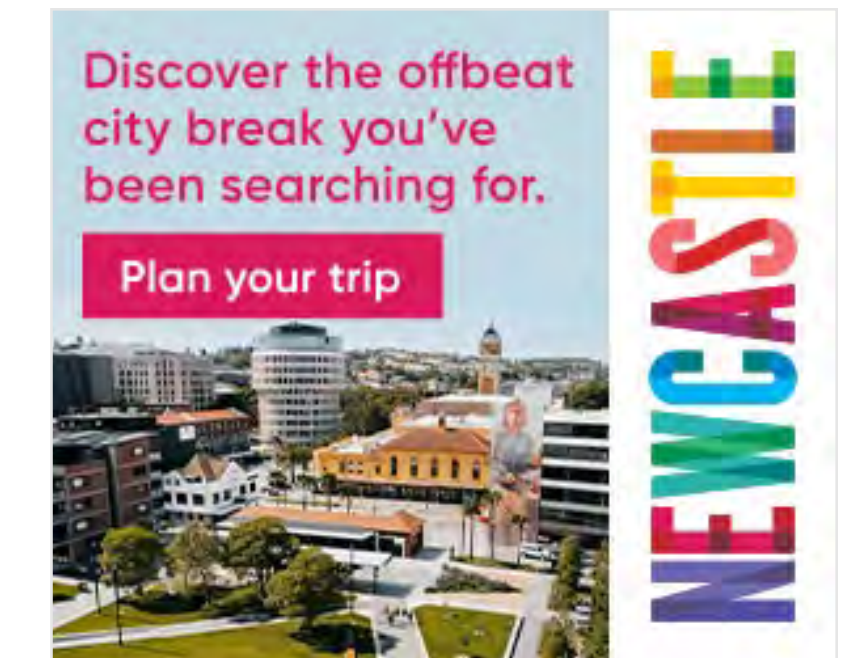
Find the unexpected
around every corner
and reward your curiosity.
visitnewcastle.com.au

NEWCASTLE

DIGITAL DISPLAY AD

We have use display advertising to showcase some of our key attributes and experiences. A wide mix of locations and themes have been used to paint an offbeat picture of Newcastle.

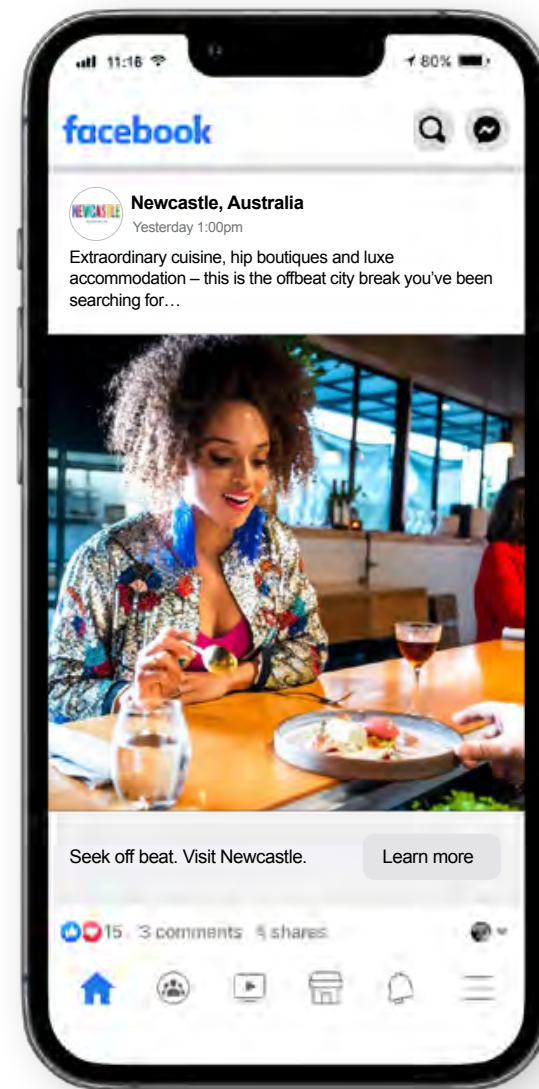
Corresponding copy describes the city as 'an offbeat city break' or 'inspiring weekend getaway' to promote short visits to the city.



SOCIAL MEDIA EXAMPLES

We launched our campaign with carousel ads and video ads in social media.

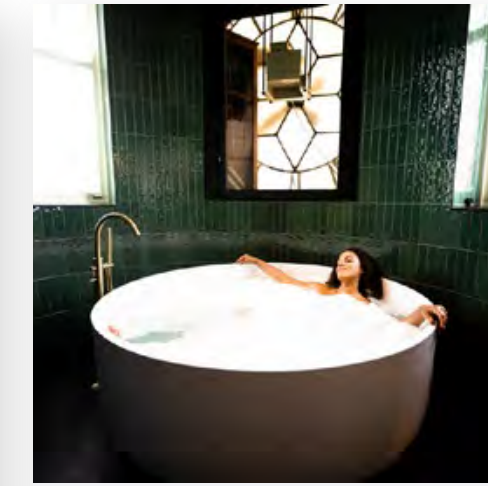
The carousel ads showcase a range of colourful, unique and offbeat experiences and attributes that Newcastle has to offer. We carefully curated these to mix our cultural, culinary and cosmopolitan side with our stunning coastline and aquatic offering.



Seek flavour. Experience extraordinary. [Learn more](#)



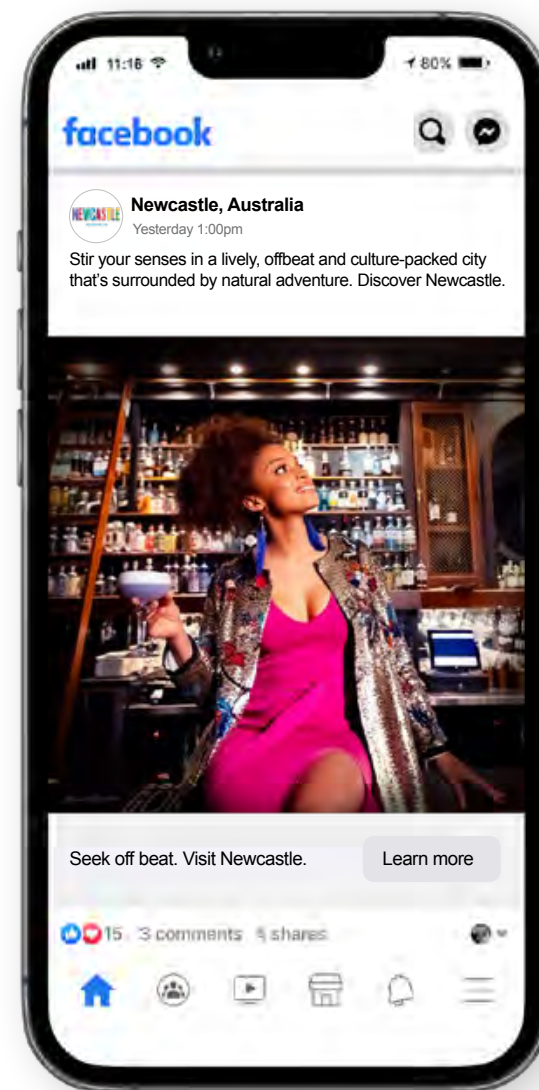
Seek boutique. Uncover original. [Learn more](#)



Seek comfort. Experience luxury. [Learn more](#)



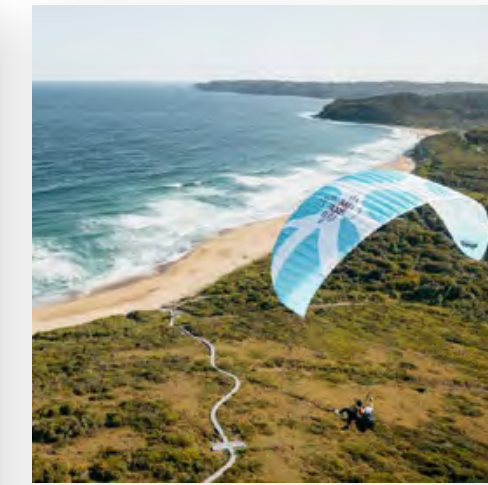
Plan your weekend escape to Newcastle. [Learn more](#)



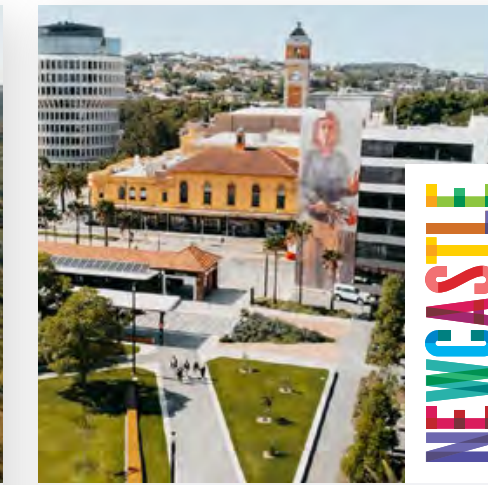
Seek the city. Encounter the eclectic. [Learn more](#)



Seek the beat. Find the rhythm. [Learn more](#)



Seek nature. Find adventure. [Learn more](#)



Plan a weekend getaway in Newcastle. [Learn more](#)

SOCIAL MEDIA TIPS

Social media is constantly changing, updating and developing; however it's a space most businesses need to play in. Here are some tips and resources we've found useful and would love to share.

Your brand's tone of voice and personality should align with your social media posts and activity. The brand's language will transpire from this to create the character of your business for social media. Use the brand copy, word bank and brand guidelines as a resource to help.

TIPS FOR GENERATING CONTENT AND POSTING

While research recommends a certain number of characters to increase engagement, these suggestions often change and each brand's online community will respond differently. The best way to discover what works best for your audience is to test your content and assess the results.

Depending on your industry and content type, you should post on social media anywhere between several times a day through to every 2 or 3 days. The most important thing is to be consistent. Posting too much or too little will result in reduced engagement and a stagnant (or even decreasing) page following.

MANAGING COMMUNITY ENGAGEMENT

Engaging with your followers' comments, messages and shares is incredibly important when managing social media platforms. Designated time to manage user engagement should be included in your social plan, allowing time for more spontaneous conversations as needed.

Responding to comments and messages helps strengthen the connection between your audience and your brand and also increases your brand's reach and engagement. If another page or person shares your content it's equally important to respond and even reshare this content when appropriate.

STRIKING A BALANCE FOR PROMOTIONAL POSTS

You should be careful to strike an appropriate balance between promotional posts and posts which add value for your audience. While it's important to promote your brand, too much of this can turn away followers and result in heavily reduced engagement.

The recommended balance is as follows:

- 70% - valuable and relevant content
- 20% - share and credit others (repost)
- 10% - promotional / hard sell

To keep it simple, you can also try the 80-20 rule:

- 80% - inform, educate or entertain your audience
- 20% - directly promote your brand appropriately

HASHTAGS

Finding the right amount of hashtags for your audience and social platforms can be tricky but is important to help your posts reach as many users as possible. Hashtags should be used frequently on Instagram and Twitter and more sparingly on LinkedIn and Facebook.

Scheduling software can help you find trending hashtags that are relevant to your content and business. While trending hashtags can be useful, it is also important to find more niche 'related' hashtags which have less competition. You can do this by typing a popular hashtag into the explore section of Instagram and viewing the 'recent' tab, or selecting 'Discover more Hashtags' on LinkedIn after clicking on a hashtag to view.

Branded hashtags can also be used to promote your business, but remember to keep them short, easy to remember and relevant.

Recommended number of hashtags to use are:

Twitter & Facebook - 1-2

Instagram - 5-10 (after caption or in first comment)

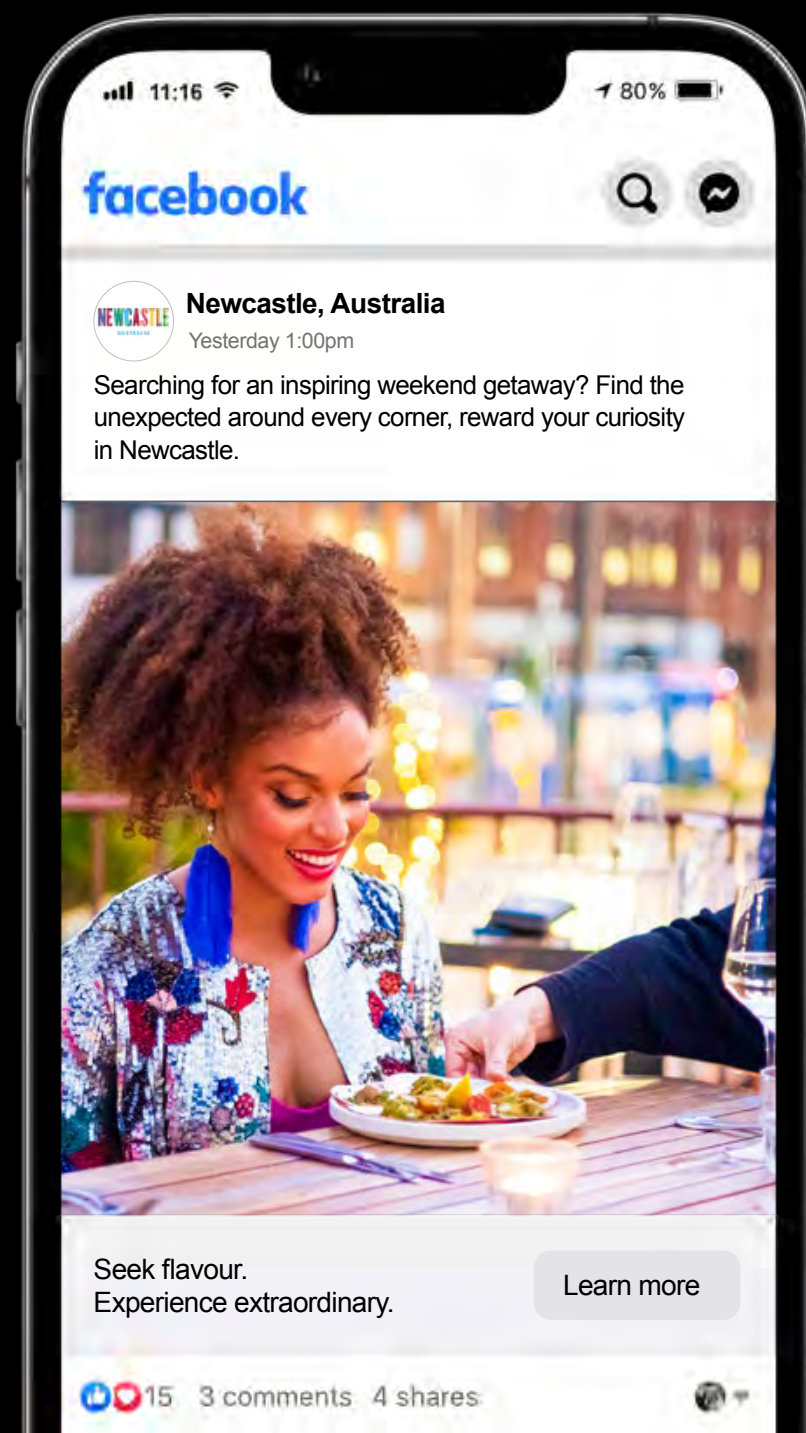
LinkedIn - 1-5

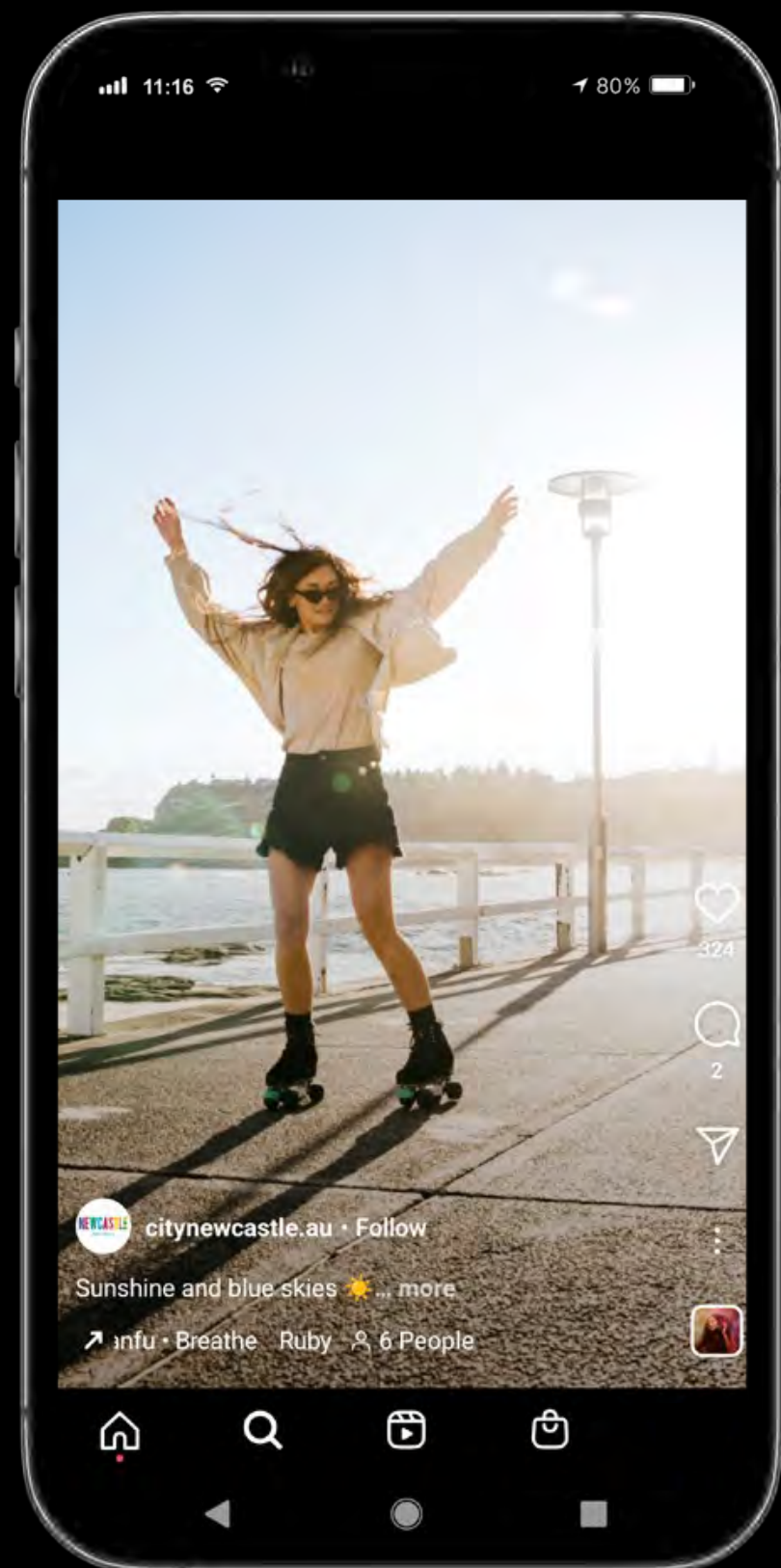
SCHEDULING CONTENT

A social media plan is a great solution to ensure content is being posted consistently and a range of different post types are being used.

You can use a range of apps and software to help schedule your social media posts. Facebook now offers their own scheduling platform for both Facebook and Instagram via their Business Suite.

When planning content across platforms, ensure each one is edited to include the correct number of hashtags and tags for other brands if applicable.





SHARING STORIES

We all play an important role in delivering on the brand promise to the region's visitors through the execution of our brand personality via communications, services and experiences on offer.

The simplest way to share your experiences with us is to tag our accounts and add **#newcastlensw** and **#seekoffbeat** to your content. We constantly monitor these hashtags, get notifications when we've been tagged and have a keen interest in sharing content from others. We use a social media aggregator tool and may occasionally ask for permission to share your content. This request will come via a comment on your post with some simple instructions to allow permission. Your content may then be re-shared on our platforms with full credit to you/your business and will not be retained for any other purpose.

Facebook (Newcastle, Australia) - 80,000+ followers

Instagram (@citynewcastle.au) - 36,000+ followers

A great way to keep in touch our consumer facing campaigns and content is to follow our Facebook and Instagram pages. The more social you become on our channels by sharing content, commenting and liking posts, the more others will learn of our exciting region, and see your brand popping up on their screens.

Other tourism hashtags you may wish to include:

#visitnewcastle

#newcastlensw

#visitnsw

#feelnsw

#australia

RESOURCES

For more information visit:

www.visitnewcastle.com.au

Industry Resources:

www.visitnewcastle.com.au/industry-resources

Download campaign assets:

visitnewcastle.imagegallery.me

SOCIAL MEDIA TIPS

Following social media experts can also keep you up to date with best practices and updates relating to each social media platform.

Follow other brands, whether they are in your industry or are social media pioneers. You're likely to learn something during your daily scrolling which could spark ideas to set yourself apart from competitors.

Set goals in line with business objectives and measure success against them. These could be as simple as measuring new followers, likes and comments or could focus on the amount of leads or website visits obtained as a result of your social media efforts.

Assess what is working for your brand in terms of imagery, captions, hashtags and days/times of posting. Business pages across platforms show insights such as demographic and geographic data, the best times to post and what content the audience has been engaging with.

Make sure all social media accounts and profiles are updated and optimised to reflect brand values, keywords, messaging and branded hashtags.

CITY OF NEWCASTLE TOURISM TEAM

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