



18 December 2006

## Australia's Country Way News

The countdown to official launch for Australia's Country Way is underway. Here is a quick overview of the latest developments and key dates for 2007.

### 1. Creative development

The first stage of the Creative Development was the design of a new brand identity for the Highway. Minale Bryce has completed the style guide following focus group testing and approval by the Steering Committee.

The second stage of the Creative development involves the design of the marketing collateral for each of the highways. This includes brochures, advertising, interpretation panels, maps and media kits. Here is a brief update on key collateral being produced by Murphy Art Design:

**Route Brochure:** A front cover and page template have been created using the new branding identity. These layouts have been presented to Australia's Country Way Steering Committee.



Consistent look and feel across all brochures, (making it easier for consumers to digest information) including:

- Strong, emotive hero shot, supplemented by use of iconic route shots (highlighting each route's Unique Selling Proposition);
- Differentiation reinforced through use of strong background colour (linked also to interp panels and advertising);
- Colours taken from the style guide colour palette associated with individual routes;
- Clear identification of beginning, end and key towns along each route; and
- Consistent approach across all routes creates a "family" which when showcased alongside each other.

**Interpretative Panels:** Large format information boards will be installed in Glen Innes, Warwick, Toowoomba, Kingaroy, Biloela and Rockhampton. Draft designs have been presented to the Steering Committee and final layouts will be completed for installation in May 2007.

**HEMA Map:** Murphy Art Design is working on the creative design for a dedicated HEMA Touring Map for Australia's Country Way. Detailed proofs will be presented to the Steering Committee for sign off in late January.

### 2. Copywriting

Since being appointed in July 2006, ZOIK, the copywriting team, have completed the following:

- A desktop review, Gap Analysis and Product Audit;

- Conducted community workshops at Kingaroy and Mount Morgan to identify issues and actions with the Route Steering Committee and key stakeholders;
- Completed a copy document for Australia's Country Way providing a comprehensive compilation of all copy needed for the marketing collateral.

The Steering Committee approved the Copy document and this has been given to Murphy Art Design for use on the marketing collateral.

### 3. Sponsorship Project

A key component of the second stage of the Drive Tourism Program is to build the ongoing sustainability of the Route Steering Committees and to build their financial security. A workshop was conducted with several Steering Committee members. Carolyn Knudsen attended this workshop as a representative of Australia's Country Way. Richard Woodward and Associates is currently assisting the Steering Committee prepare a proposal.

### 4. Marketing, Media and PR

ZOIK and Synergy PR will work with the Steering Committee and Tourism Queensland to plan official launch and media familiarisations.

### 5. Website

Australia's Country Way will have a dedicated website within the Tourism Queensland "Drive Queensland". A more detailed website plan will be forwarded to the Steering Committee in January.

### 6. Road Safety and Signage

The completion of the alpha-numeric road signage scheme started in 2003 is an essential and significant part of the DTP2.

### What is planned for 2007?

The Steering Committee will be actively involved in the approval of all marketing collateral and media launch activity. Here is a quick guide to the major milestones for the first half of 2007:

19 January ....Media Launch running sheet sign off

2 February.....Media Release & Fact Sheet sign off

9 February.....Hema Map sign off

2 March .....Brochure sign off

16 March.....& Website sign off

**19 April..... Official Launch at Sydney C& C Show**

4 May ..... Interpretation Panels sign off

**8 June..... Queensland Launch at Brisbane C&C Show**

#### Contact for more information:

Noel Edwards, Chair, Australia's Country Way

Email: [gildaandnoel@optusnet.com.au](mailto:gildaandnoel@optusnet.com.au)