



# DRIVE TOURISM

## STAGE TWO

18 December 2006

[www.tq.com.au/drive](http://www.tq.com.au/drive)

## COUNTDOWN TO LAUNCH!

The countdown to launch Great Inland Way, Capricorn Highway, Leichhardt Highway and Australia's Country Way is well underway.

The Drive Tourism Program has now reached a key stage with the completion of business plans, logo design and copywriting tasks. Sub-consultants have been appointed to assist in the delivery of the creative material (including brochures, maps and website) and Media PR.

With Christmas just around the corner, it is a good time to provide members of each Route Steering Committee and interested stakeholders, with a quick overview of work completed, underway and plans for 2007.

### What has been completed?

#### **Logo Design (August 2006)**

Logo and Style Guides have been completed and approved by each Steering Committee. Great Inland Way, Capricorn Highway, Leichhardt Highway and Australia's Country Way Style Guides can be downloaded by visiting [www.tq.com.au/drive](http://www.tq.com.au/drive)

#### **Strategic Planning & Budget Commitments (Finalised October 2006)**

Strategy documents and Marketing Plans have been written and approved by Route Steering Committees. As part of the joint funding agreement, the Steering Committees agreed to contribute cash and in-kind funds to the Drive Tourism Program marketing campaigns.

#### **Product Identification & Copywriting (November 2006)**

In August and September 2006, the Copywriting consultancy team, ZOIK, travelled extensively through Queensland and held workshops with key stakeholders in Roma, Miles, Kingaroy, Mount Morgan, Emerald, Barcaldine and Charters Towers.

Copy documents were drafted for each Highway and signed off by Steering Committees in late November 2006. These have now been passed onto the creative designers for use in all marketing collateral. These can be downloaded by visiting [www.tq.com.au/drive](http://www.tq.com.au/drive)

### What is happening now?

#### **Creative production (including Website, Interp Panels, Brochure, Touring Map)**

Murphy Art Design is currently developing drafts of maps, brochures, interp panels and other marketing collateral for each Highway. All creative design has been supported by extensive consumer and focus group research.

#### **Sponsorship Planning (Ongoing – February 2007)**

The first workshop has been conducted with key Steering Committee members and Richard Woodward and Associates is currently working with representatives of Great Inland Way, Capricorn Highway, Leichhardt Highway and Australia's Country Way to prepare proposal documents.

#### **Marketing, Media and PR (Ongoing – June 2007)**

ZOIK and Synergy PR were appointed in November to coordinate the marketing, media and public relations activities including arranging corridor launches, media famils, advertising placements and media requests.

Here is a list of the proposed launch dates for each Highway:

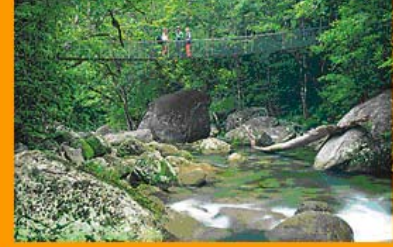
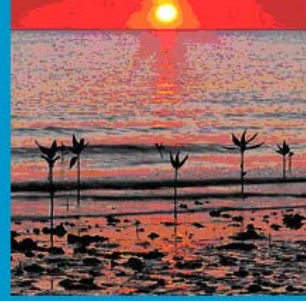
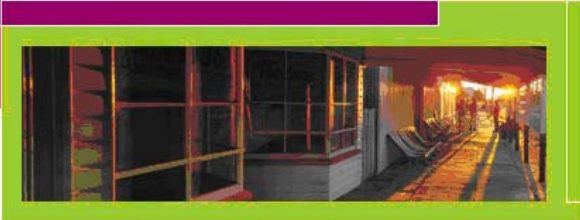
- GIW - Sydney C & C Show **14-22 April**
- CH - Brisbane C & C Show **6-12 June**
- LH - Melbourne C & C Show **28 March – 3 April**
- ACW - Sydney C & C Show **14-22 April** & Brisbane C & C Show **6-12 June**

Preliminary recommendations for each media launch will be distributed to Route Steering Committees before Christmas.

Congratulations to the Marketing and Development Advisory Groups and Executive Committees for all your hard work to date. All of the above deliverables could not have been achieved without your ongoing support and commitment.

**Need more information?** If you have a question about the marketing activities contact: **Chris Cahill**, ZOIK ([chris@zoik.com.au](mailto:chris@zoik.com.au), T: 07 3368 3303).





18 December 2006

## Leichhardt Highway News

The countdown to official launch for Leichhardt Highway 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 the Leichhardt Highway 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 Dubbo, Goondiwindi, Miles 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 the Leichhardt Highway. 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 Mount Morgan, and Miles to identify issues and actions with the Route Steering Committee and key stakeholders;

- Completed a copy document for Leichhardt Highway providing a comprehensive compilation of all copy needed for the marketing collateral.

The Leichhardt Highway 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. Todd McLean attended this workshop as a representative of Leichhardt Highway. 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 each Steering Committee and Tourism Queensland to plan official launch and media familiarisations.

### 5. Website

Leichhardt Highway 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. *Road safety funds allocated to the Leichhardt Highway will be redirected to a Safety Campaign designed to encourage visitors to go to the information centres. This will be promoted both along the route and in pre-trip advertising.*

### What is planned for 2007?

The Leichhardt Highway 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 .... Executive Committee Chair's meeting in Brisbane (TBC) and Media Launch running sheet sign off

25 January .... Hema Map sign off

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

9 February ..... Brochure sign off

16 March ..... Website design sign off

**28 March ..... Official Launch at Melbourne Caravan & Camping Show**

4 May ..... Interpretation Panels sign off

**Contact for more information:** Todd McLean, Leichhardt Highway Chair (email: [gdp@goondiwindi.org](mailto:gdp@goondiwindi.org))