

There is just something about...

VICTORIA'S HIGH COUNTRY

Overview

From September 2024 to June 2025, Tourism North East will run a social media led marketing campaign to highlight why Victoria's High Country is so unique and amazing... even if we can't quite explain why.

It's a **HIGH**
COUNTRY [^]thing.



Narrative

“There’s just something about Victoria’s High Country. It could be the incredible sunsets, endless gravel roads to ride, unbelievably good food and wine, epic peaks or simply the welcoming local characters. It’s hard to put your finger on it. It’s just... **the vibe.**”

We are a region full of real people and incredible places. Celebrity isn’t our jam. We don’t yearn for fame. Instead, we prefer to attract the adventurers and pleasure seekers. The ones who value joy in the uncomplicated, and who revel in the curiosity of meeting new people and trying new things.

So, we’re inviting all adventurers from mild to wild, to discover the places and people of Victoria’s High Country.

Because the magic of this special place, is just... **“a High Country thing.”**

#victoriashighcountry
#itsahighcountrything



Campaign Tactics

TNE has professionally captured video vignettes and photos from every LGA across the region. These will be shared as both Meta Ads and organic reels and social posts.

The content aims to drive engagement, audience sharing, post saves and link clicks to the Victoria's High Country website, as well as direct clicks to the social accounts and ATDW Listings of products and experiences featured.



How To Play

Help visitors feel like **“a local”** by sharing the best things about your surroundings.

You don't need to explain why it's so good... *it's just... a High Country thing.*

How to Get Involved

1. Engage with content posted on the Victoria's High Country social channels
 - Every week from Sept to June, a new “High Country thing” will be posted. Comment on and share these posts, leveraging it as a way to talk about your own High Country things.
2. Use your social media channels to share photos and short videos of your High Country thing.
3. Seek an Instagram collaboration with **@seehighcountry** Send an email to **james.davidson@tourismnortheast.com.au** to discuss any ideas you have for creating a reel or post to be shared collaboratively with us on Instagram.
4. Make sure you have an active and up to date **ATDW Listing** for your business, event or product. If you don't, visit: **toursimnortheast.com.au/industry-resources/atdw/**



Content ideas

- What are the things you can do in this region that you can't do elsewhere?
- What makes a visit to your business special or different?
- What is a quirky or interesting experience available near you

Ask your staff: **"what's your High Country thing?"**

- Consider interconnected experiences (e.g. riding a rail trail to a winery; grabbing a coffee, hiking to a lookout, and then enjoying a great lunch)

And... go!

1. Grab your phone and capture short (**6 to 30 sec**) fun videos, in **9:16 portrait orientation**, of someone sharing their High Country thing
2. Post a photo showing someone doing their favourite **"High Country thing"**
3. Use **it's a High Country Thing** as text overlay or write it in your posts content
4. Tag Victoria's High Country

 @seehighcountry

 facebook.com/seehighcountry

 @victoriashighcountry

#victoriashighcountry

#itsahighcountrything

