



*Explore*  
**ROCKHAMPTON**

**BARRA SEASON IS BACK, BABY!  
CAMPAIGN OVERVIEW & TOOLKIT**



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# Campaign overview

**As the largest river system on the eastern seaboard of Australia, Rockhampton's Fitzroy River (Tunuba) is well known for being a fly in, check in and boat out in under an hour fishing destination, with anglers chasing metre plus fish in the heart of the city.**

With Rockhampton's Recreational Fishing Voluntary Code of Practice in place since 2015, the closed season between November and January continues to give barramundi time to spawn and protect them at this vulnerable time in their life cycle. The closed season has two great benefits – preserving the species for future generations and ensuring great stocks for today's anglers.

A strong focus on sustainable fishing has helped to make our barra fishery the envy across Australia with fishing related tourism netting more tourists year on year chasing their trophy barra PB right in the heart of our CBD.

No boat? No worries! Rockhampton has a number of great fishing charters and dry boat hire options to get visitors out on the water for fully catered half and full day tours. Alternatively, visitors can fish the Fitzroy from one of the many land-based fishing platforms around the region.

Explore Rockhampton's 'Barra Season is Back, Baby!' campaign is a digital and print campaign targeting mates and families. The campaign is male skewed targeting anglers locally, within the four hour drive market, North Queensland, South East Queensland and interstate.



# Who are we talking to?

**Annually, Australians take almost 5.6 million trips to go fishing, spending a total of \$670 million.**

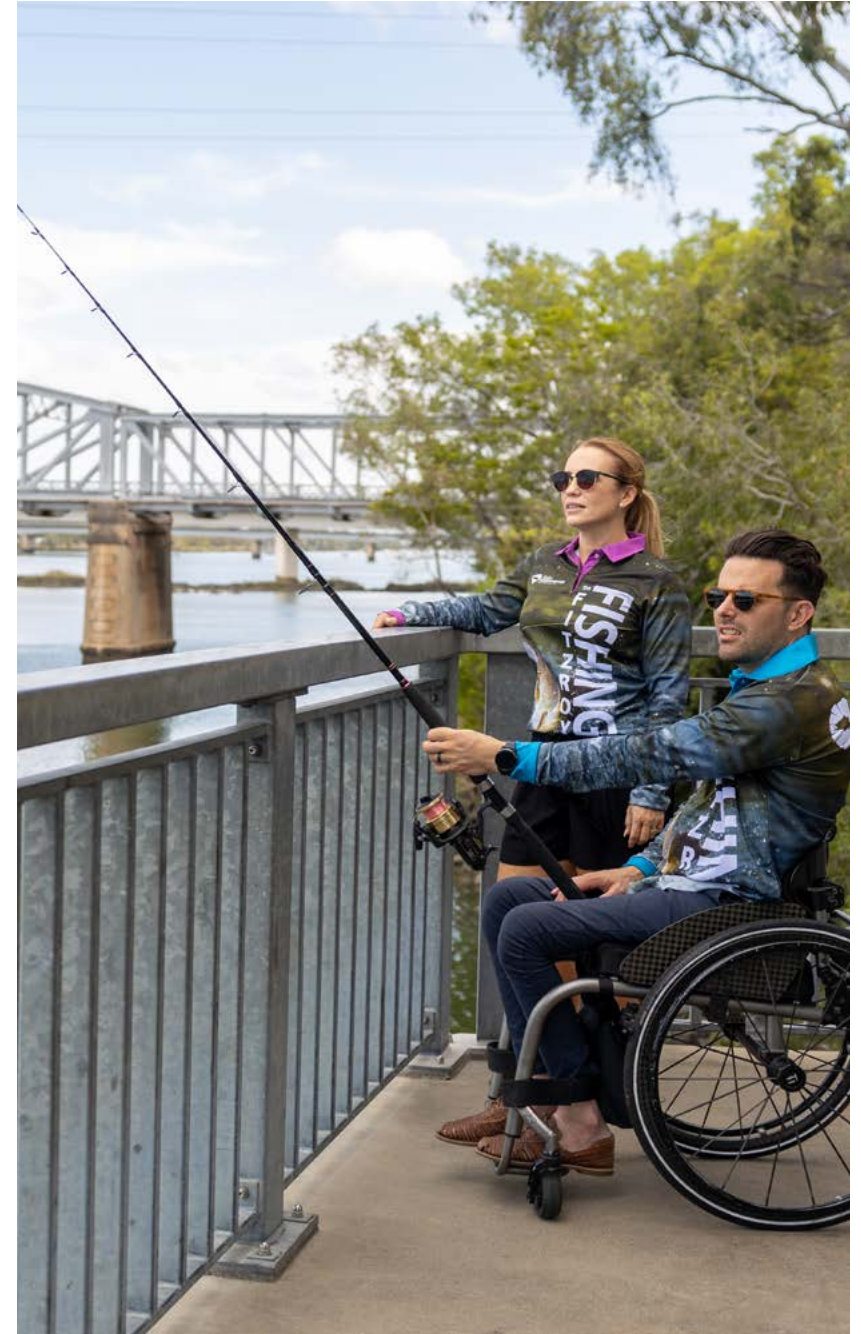
**86% of participants partake in fishing activities in a regional destination, the majority preferring to drive to their destination and opting to stay at caravan parks and camping grounds.**

With an average trip length of 4.6 nights, fishing travellers spend the majority of their money on food and drink and gravitate towards outdoor activities.

Generally, the market is male skewed with the average age of the adults being between 35 and 44.

*Fishing and Golf: Domestic Visitor Profile, Tourism Research Australia, 2019*

Our primary target is the four hour drive market who will bring their boat and utilise many of our boat ramps, taking advantage of the outer reach estuaries. We also target the fly in market, being the only destination where you can fly in, check in and boat out in less than 2 hours due to a range of exceptional riverfront accommodation options and the ability to catch trophy barramundi and king threadfin right in the heart of the CBD.



# Campaign creative

Explore Rockhampton's 'Barra Season is Back, Baby!' campaign is a digital and print campaign targeting mates and families. The campaign is male skewed targeting anglers locally, within the four hour drive market, North Queensland, South East Queensland and interstate.

## Campaign Period

February - March

## Targeted Travel Period

February - November

## Campaign Goal

To promote Rockhampton as the 'Barramundi Capital' leveraging off the trophy sized barramundi, the ability to fish in the heart of the CBD promoting boat hire, charter and land-based fishing platforms, increasing length of stay with aligning experiences such as MTB, helicopter experiences, adventure farm activities, caving, hiking and breweries.

## Campaign Plan

The campaign is being implemented through an integrated approach across paid, owned and earned channels.

- Owned channels - Explore Rockhampton and Fishing The Fitzroy website, email marketing, Instagram, Facebook
- Online video
- Social media - promotion across Facebook and Instagram paid ads locally, and interstate including NQ, SEQ, NSW and VIC
- Digital display through Google and YouTube
- Search engine marketing
- Print - magazine publication Australia wide
- Billboards - Brisbane and local
- Partnerships (travel and trade industry)



# How can industry engage with the campaign?

## Download the Media Kit

Visit [advancerockhampton.com.au/campaigntoolkits](http://advancerockhampton.com.au/campaigntoolkits) to download the campaign toolkit and access high resolution images and videos which you can use for your own promotion of our region.

## Get Social

Join the campaign by using @fishingthefitzroy, @explorerockhampton and #fishingthefitzroy, #explorerockhampton as well as your hashtags when sharing posts and images on social media (Facebook, Instagram, TikTok and Twitter) and encourage your customers to do the same. If you are looking for inspiration, visit our Explore Rockhampton [Facebook](#) and [Instagram](#) pages and share posts that we have created!

## Blogs and Newsletters

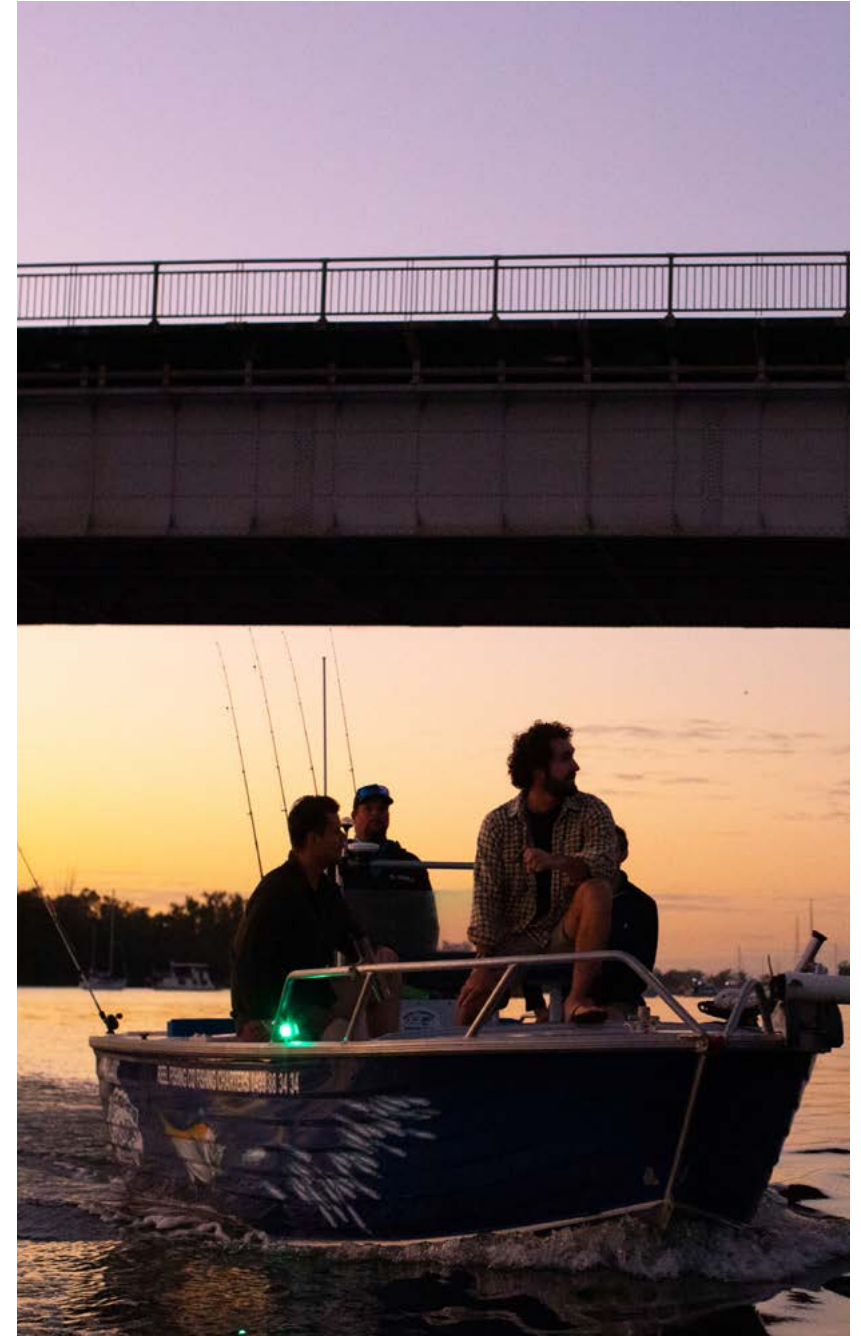
Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region.

Housed on [explorerockhampton.com.au](http://explorerockhampton.com.au), Advance Rockhampton have curated an accessible series of blogs with travel inspiration which you can make use of across your social media and electronic newsletter platforms.

## Tourism Register

Would you like to work with us to promote the region? Ensure you have completed [Advance Rockhampton's Tourism Register](#).

The Tourism Register and allows your business to provide details about the goods, services and experiences you provide that could be aligned with travel ambassadors, influencers, famils, magazine publications, blogs, itineraries and general tourism promotional opportunities that Advance Rockhampton facilitate.



## Refresh with our Rocky Host Program

Make sure your team members are up to date with Advance Rockhampton's [Rocky Host Program](#).

The 'Rocky Host' program is a free educational series of fact sheets created for front-line service operators in the Rockhampton region to ensure, as a region, we are providing the best possible service and information to our visitors.

Explore Rockhampton is the consumer-facing tourism brand for our region, and as the destination marketing specialists, we believe that each and every frontline worker in the Rockhampton region is our face and our voice.

Whether you are the local barista, tour guide, taxi driver or receptionist – YOU are a 'Rocky Host' ambassador and play a vital part in promoting our region.

Download the fact sheets for free at [advancerockhampton.com.au](http://advancerockhampton.com.au).

## Keep us informed

Send your news or stories, such as new products or exciting changes in your business.

If you have existing or updated high resolution product imagery that you are willing to share, please send it to [tourism@rrc.qld.gov.au](mailto:tourism@rrc.qld.gov.au). Our team produce print and digital collateral marketing experiences in our region and we would love to share your content and product offering!

## Let us keep you informed

Sign up to receive our Explore Rockhampton Monthly Industry Newsletter and stay informed.

Each month we share local industry news, upcoming social events and industry events as well as workshops that may benefit your business.

You can sign up to our newsletter by contacting our team at [tourism@rrc.qld.gov.au](mailto:tourism@rrc.qld.gov.au).

## Create or update your Australian Tourism Data Warehouse (ATDW) listing

If there's one place you should list your business for global promotion, it's ATDW!

An ATDW listing provides you with exposure on key online platforms at a national, state and local level. ATDW listings are used by Tourism and Events Queensland, Tourism Australia and many regional tourism organisations to showcase tourism businesses and events on their consumer facing websites.

You can find out more and list your business at [ATDW-Online.com.au](http://ATDW-Online.com.au).



# Industry resources

## Department of Tourism, Innovation and Sport

The Department of Tourism, Innovation and Sport's (DTIS) role is to support Queensland tourism businesses to with a range of helpful resources to position Queensland as a world-leading tourism destination.

DTIS provide information on best practice, funding and training for the tourism industry.

[Find out more](#)

## Tourism and Events Queensland

Tourism and Events Queensland (TEQ) is a statutory body of the Queensland Government and the state's lead marketing, tourism experience and destination development and major events agency.

Working across government and in partnership with regional tourism organisations, Local Governments, industry and commercial stakeholders, we aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure.

[Find out more](#)

## Tourism Australia

Tourism Australia is the Australian Government agency responsible for attracting international visitors to Australia, both for leisure and business events. The organisation is active in 15 key markets and activities include advertising, PR and media programs, trade shows and industry programs, consumer promotions, online communications and consumer research.

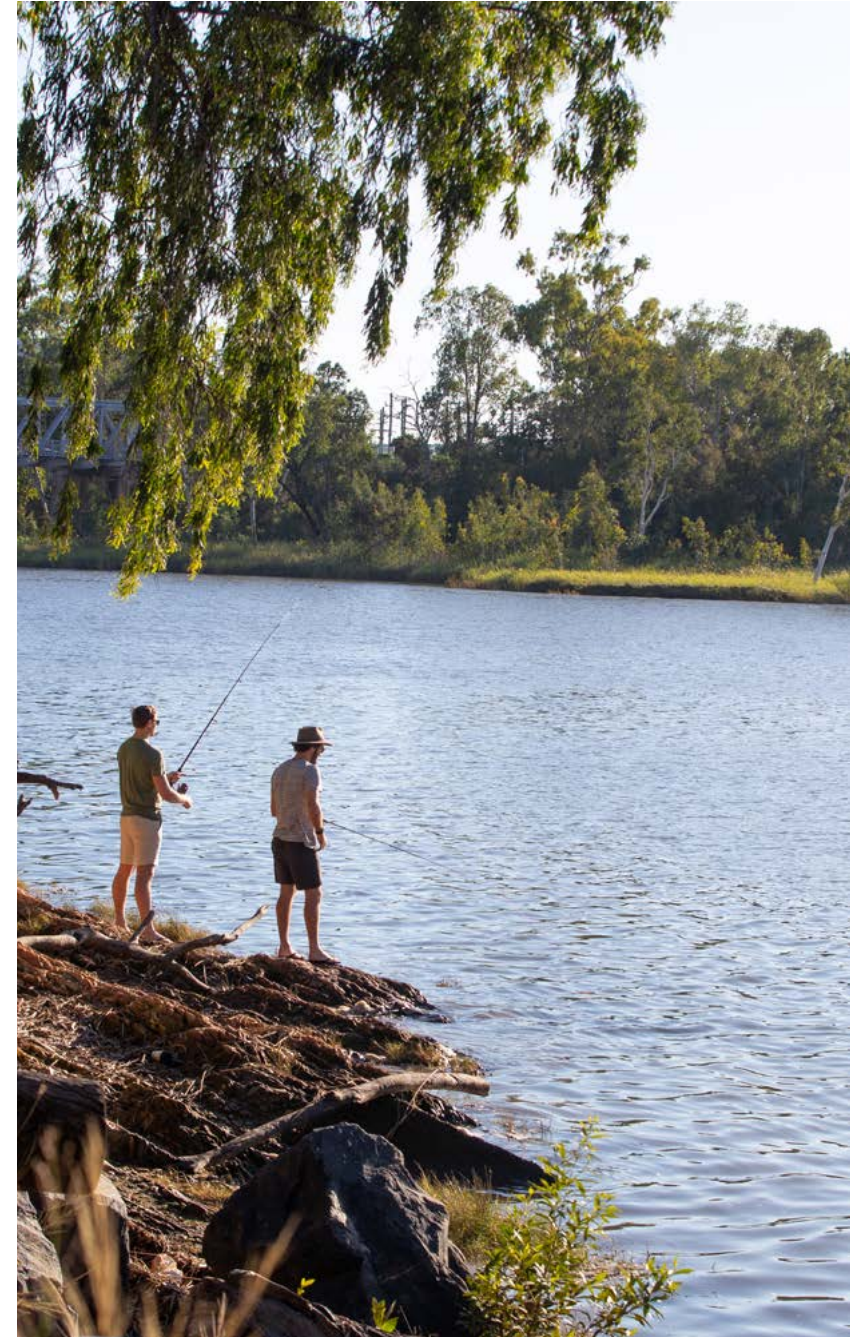
Tourism Australia offer a number of industry resources including how to create a Google listing, how to set up an ATDW listing and marketing support.

[Find out more](#)

## Queensland Tourism Industry Council

The Queensland Tourism Industry Council (QTIC) is the peak industry body and leading advocate for the tourism, hospitality, and events sectors in Queensland, committed to the growth and sustainability of the state visitor economy. QTIC offer a number fo workforce and skilling programs to assist tourism businesses.

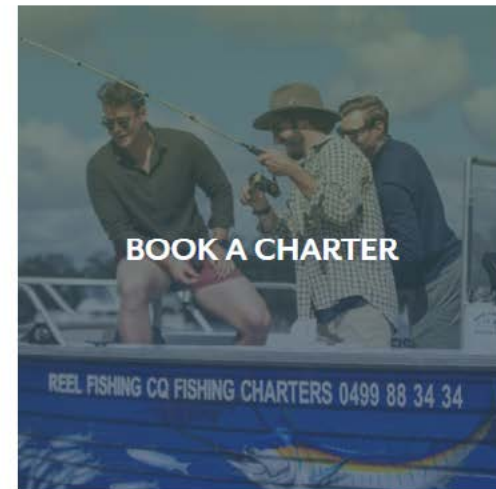
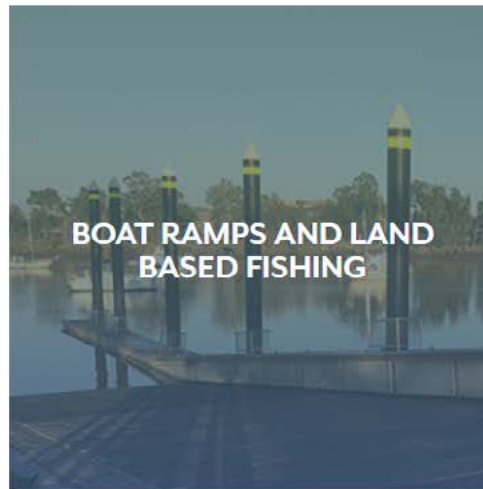
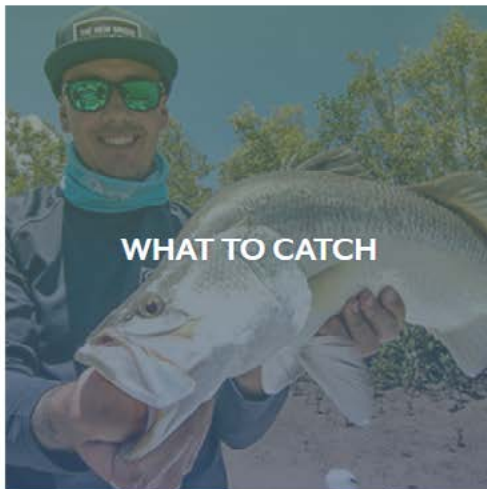
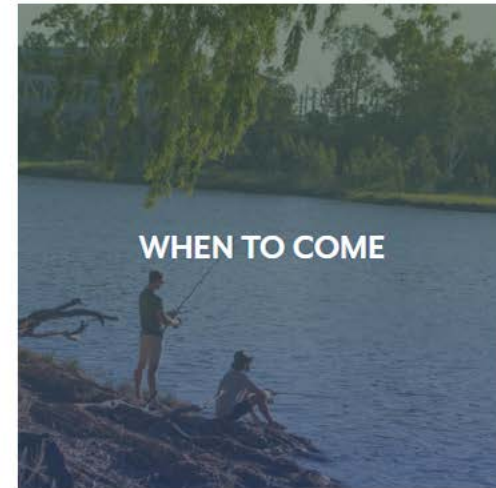
[Find out more](#)





# Key campaign assets

Website | [fishingthefitzroy.com.au](http://fishingthefitzroy.com.au)



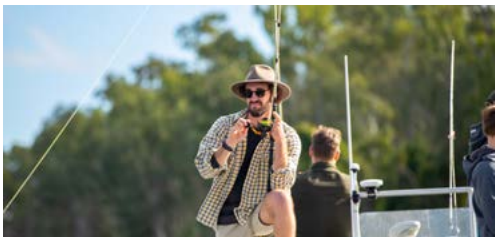
# Key campaign assets

## Videography



# Key campaign assets

## Photography



# Key campaign assets

## Social Media

Get behind the campaign and inspire travellers by posting our campaign hero images and videos to your own social feeds along with messaging that put your product or experience at front of mind.

Credit @fishingthefitzroy and include any relevant hashtags such as #ExploreRockhampton #FishingTheFitzroy #AccessibleTourism #ThisisQueensland #SeeAustralia

### Example Facebook Copy

Barra Season is back, Baby!

Head over to [fishingthefitzroy.com.au](http://fishingthefitzroy.com.au) to get in on the action and plan your next fishing trip to Rockhampton.

[www.fishingthefitzroy.com.au](http://www.fishingthefitzroy.com.au)

#ExploreRockhampton #FishingTheFitzroy

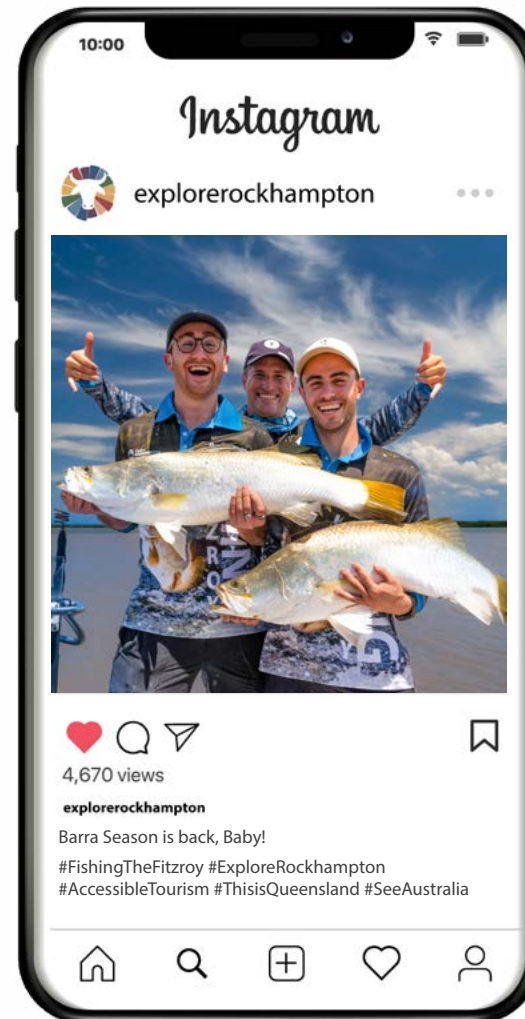
### Example Instagram Copy

Barra Season is back, Baby!

#FishingTheFitzroy #ExploreRockhampton

#AccessibleTourism #ThisisQueensland

#SeeAustralia



# Key campaign assets

## Leaderboards and Social Media Tiles



# Key campaign assets

## Blogs, eDM and Print Advertising

**eDM - short for Electronic Direct Marketing is a fast way for us to communicate our marketing campaigns to targeted audiences.**

We use eDM's to our local industry, national media and niche mailing lists for direct information.

These are primarily industry facing newsletters containing valuable information about our campaigns, including assets that can assist operators with their own marketing.

**Explore Rockhampton's print advertising strategy is to increase brand awareness within the Australian market, particularly our four-hour drive market.** Print advertising allows us to target niche markets by selecting magazines and publications that are commonly read by the audience we are trying to reach.

**Blogs are a great way to inspire travellers in the dreaming phase of their holiday planning and help tell the story of the Rockhampton region.** Housed on [explorerockhampton.com.au](http://explorerockhampton.com.au), Advance Rockhampton has curated a series of blogs with travel inspiration in the Rockhampton region suited to different audiences, events and season which you can make use of across your social media and EDM platforms.



## BAG A TROPHY BARRA IN 2024

Published on 31 January 2024

### WELCOME TO ROCKHAMPTON - HOME OF THE BARRAMUNDI!

It is the season to bag a trophy barramundi!

From the moment the clock strikes 12.01am on the 1st of February each year, Barramundi Season officially kicks off in Rockhampton.

During this time, the region, becomes a hive of activity for fishing enthusiasts far and wide to target trophy size barramundi in the mighty Fitzroy River (Tunuba).



# WANT TO FIND OUT MORE?

For more information about how you can engage with this campaign visit [advancerockhampton.com.au](http://advancerockhampton.com.au) or contact [tourism@rrc.qld.gov.au](mailto:tourism@rrc.qld.gov.au)



*Explore*  
**ROCKHAMPTON**  
Stop. See. Stay.