

North of the Murray Content Partner Program

May 2021



Introduction of
NORTH OF THE
MURRAY

[explore northofthemurray.com.au](https://explore.northofthemurray.com.au)

Content Partner Program May 2021

At Federation Council, we're committed to growing and supporting our tourism industry. As one of the many tourism operators doing great things in the North of the Murray region – we want to work with you.

Together we play a role in ensuring that visitors have memorable experience in our region – one worth repeating, and one worth sharing with friends and family.

A quality experience is defined at a number of touch points along the customer journey;

- Dreaming
- Planning
- Booking
- Experiencing
- Reflecting

It is during the dreaming and planning stages that visitors are looking for the following;

- Inspiration
- Information
- Validation

We know that the internet is the way most people search for information about a holiday. Online tools and channels are critical for the competitiveness of a tourism business or destination.

We encourage all tourism businesses North of the Murray to consider making your own website, social media channels and Australian Tourism Data Warehouse listing look its best. Consider including professional photography and inspirational and informative content.

5 Reasons Why Content is King

The quote “content is king” is originally from an essay Microsoft founder Bill Gates wrote in 1996.

Small content changes can make a big difference. Marketing campaigns including search engine optimisation can be helpful – but when you stop spending, so does the traffic. Quality and engaging written content is a way to invest in the ongoing viability of your business.

- Educational and informative written content can help you demonstrate your expertise – what better way to show potential customers your thinking and approach.
- Search Engines like Google loves words.
- Builds relationships.
- Quality written content can you time and money.
- Attract leads anywhere, anytime.

People navigate the web using words, choosing the right content strategy, structure and messaging is the key to driving more traffic to your business. It is important to look at your website the way your customers do so that you can improve the way they experience your site and your brand.

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We are not all experts at writing inspiring content and the good news is, we don't have to be.

Federation Council has partnered with John Ryan a digital content pioneer from Sitegeist to assist ten lucky North of the Murray tourism businesses to review and improve your online content.

Together we offer a facilitated coordinated review of your written digital content, conducted by one of Australia's foremost travel content experts.

About John and Sitegeist

John worked in traditional tourism publishing before joining travel giant Lonely Planet in 1998, working on web content.

Over almost a decade John coordinated web content, developed online products and was the 6-time Webby-Award-winning editor of the LP website. John won the Society of American Travel Writers' gold medal for best travel writer. He is not American.



Since starting his own digital content consultancy in 2007, John has helped prominent Aussie businesses with their websites, including major work for Coles, the ADF, World Vision, CUB, Sydney Water, Sustainability Victoria, ANZ, Medibank, RMIT University, City of Melbourne, NASA, Disney Australia and many, many more.

John's main love is travel and destination content: he has worked for Murray Regional Tourism (and many of the LGAs along the Murray) since 2015, as well as Viator (US), GAP Adventures (Canada), City of Ballarat, Qantas, Jetstar and more.

Visit the www.sitegeist.com.au to find out more about Sitegeist.

What exactly is on offer here?

The North of the Murray Content Partner Program commences with a telephone conversation with John Ryan to understand your business, your property, and why people should visit.

Following this, we will undertake the following actions:

The written content review begins...

Website

- Home page words review
 - Notes on design, language, readability and usability
 - Suggested content revisions (real written content provided)
 - Includes page title and metadata, which influence search engine optimisation (SEO).
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Facebook

- Written content review
 - Assessment of introduction/static content ("About", etc.)
 - Suggested changes to align with site (if needed).
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ATDW

- Australian Tourism Data Warehouse Content Review
 - Ensure top-quality, specific and differentiated content
 - Ensure search optimisation re:- region, site highlights, regional attractions
 - Scannable, plain English and easy to read
 - Content consistency with website and Facebook.
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Value

Content review (as described): \$500 plus GST

Cost to Operator

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As part of the North of the Murray Content Partnership Program the content package is marginally subsidised by Federation Council resulting in a reduced cost per operator of;

\$50 plus GST.

What else do you need to know?

There are 10 partnerships available in total for tourism businesses within Federation Council. The partnerships will be allocated on a first in best dressed basis with two partnerships available under each of the following categories;

- Water
- Food and Drink
- History Arts and Culture
- Outdoor Adventure
- Accommodation

Businesses wishing to participate in the partnership must have a website, business Facebook page and current ATDW listing.

To ensure the success of the program we need 100% commitment from you. A promise that you will;

- To make a payment of \$50 plus GST in line with Federation Councils invoice terms. (No activity will commence until payment has been received.)
- Payment must be made prior to the 30th of June 2021
- Be respectful and available at the agreed time allocated for your phone consult.
- Apply the provided content to your website, Facebook and ATDW listing within 10 working days from the date it is supplied to you.
- Include the provided North of the Murray Discover our Region content linking to the North of the Murray website.
- Apply proof of the content application on the noted marketing platforms.
- The partnership will expire on the 31st of December 2021, the operator may continue to use the content, but no content will be delivered after this date.
- Complete the Expression of Interest Form on the [North of the Murray Tourism Industry Hub](#).

A little something extra for everyone.

Direct visitors to the official North of the Murray destination website. This is where they will find travel inspiration, itineraries, experiences attractions and accommodation options.

Below we have provided you with a snap shot of the key experiences North of the Murray, we invite you to down load the content with links [HERE](#) and apply it to your website to encourage visitors to discover more and perhaps stay longer.

Would you like images to go with that?

Sure thing. Download a suite of North of the Murray images to use on your website [HERE](#)

Got questions?

Contact Councils Tourism Coordinator, Kyla Carpinelli
kyla.carpinelli@federationcouncil.nsw.gov.



North of the Murray – Discover our Region

Discover more North of the Murray in Mulwala, Corowa, Howlong, Urana and country villages.

[More to see](#)

Explore our open waters, open plains. Open roads and open skies.

Our local waterways are the perfect base for a fun holiday of water-skiing, kayaking, fishing or paddle boarding.

Explore cycling and walking trails and river reserves between Mulwala and Corowa. You'll discover quiet places to picnic, paddle and camp. Highlights include Redlands Reserve in Corowa, Memorial Park in Howlong, and Kyffins Reserve in Mulwala, which are ideal for a swim, picnic and barbecue.

There's plenty to keep the kids busy too, with modern adventure playgrounds in our regional towns, as well as the toddler-friendly splash park at the Corowa Aquatic Centre.

[More to learn](#)

The towns and villages North of the Murray are ripe for discovery, with ancient and federation history to explore and a vibrant cultural life to experience.

Discover the story of the Bpangerang, our first inhabitants, at our museums. Look out for galleries, artisan shops and sculptures, and learn about the creation of magnificent Lake Mulwala, and the history of Corowa and Howlong along self-guided history trails. There's also art, including surprising sculptures in our rural villages, and a celebration of Tom Roberts' most iconic painting on the Shearing the Rams trail.

[More water](#)

We are about more than the Murray River here, with many ways to enjoy the water all year round. Cast a line in one of our quiet streams and watch the afternoon drift by near Corowa and Howlong. Or make a splash with aquatic fun at the Urana Aquatic Centre, an ideal location for the young ones to learn to water-ski.

On the Murray itself, enjoy a tranquil night or two on a houseboat between Corowa and Mulwala, then enjoy the spectacular sunset and tasty dinner on Lake Mulwala aboard a cruise boat.

[More to play](#)

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This region offers world-class golf, horse racing, lawn bowls and spectator sports experiences. The Corowa Golf Club, Howlong Golf Resort and Yarrawonga Mulwala Golf Resort are the ultimate golfing hat trick, all with onsite dining and accommodation. Corowa, Howlong and Mulwala are also renowned for their superbly manicured lawn bowling greens and excellent club facilities.

You can also enjoy a day of country racing at one of the Corowa Race Club's six annual race days, taking place across the whole year.

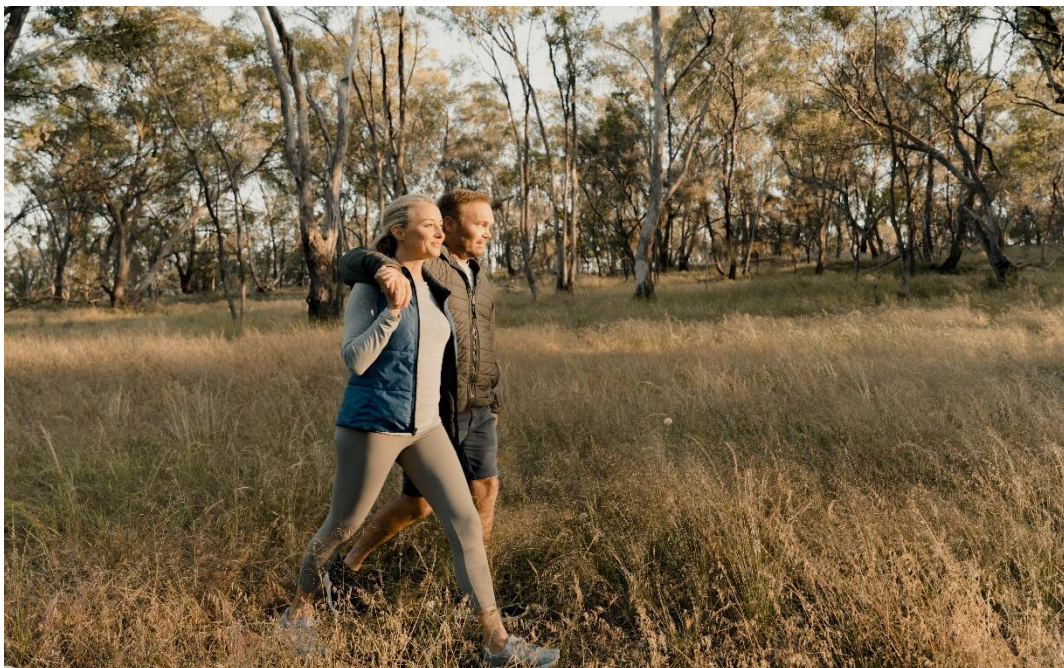
More to taste

From the farm gate to a chocolate factory there's something to indulge every taste in our region. Generous meals are served at local pubs in Oaklands, Daysdale and Balldale, or at the hotels, restaurants and clubs of Corowa, Mulwala and Howlong.

The Corowa Whisky and Chocolate Factory is the place for tipples, meals, grazing plates and the chance to make your own chocolate creation. You can always find tasty pizza, Chinese and other delicious fare at the Mulwala Water Ski Club, or head to Club Mulwala, Lake Mulwala Hotel and the Blacksmith Provedore for even more waterside dining.

Check the weekend calendar and pick up something fresh and local, and meet the farmers, makers and artisans at monthly markets in Corowa, Howlong and Mulwala.

Check in at one of our Visitor Information Centres when you arrive, for maps, insider tips on must-see attractions, and information about events and culturally significant sites.



More inspiration

Visit North of the Murray online www.northofthemurray.com.au

Corowa Visitor Information Centre

Civic Centre: 100 Edward Street, Ball Park, Corowa NSW 2646

Opening Hours: Monday to Friday 9am–4pm, Sat 10am–3pm, Sun closed

T: 02 6033 3221

E: tourism@federationcouncil.nsw.gov.au

Yarrawonga Mulwala Visitor Information Centre

Irvine Street, Yarrawonga VIC 3730

Opening Hours: 9am–4pm daily

T: 03 5744 1989

E. tourism@yarrawongamulwala.com.au