

**OUR BRAND PURPOSE**

# TO WIN HEARTS, GROW FUTURES AND CHANGE MINDS.

### WIN HEARTS

We want people to fall in love with our State. We want to move them with the depth, beauty and intimacy of our experiences.

### GROW FUTURES

We want to increase visitation to South Australia today so that the entire State is better off tomorrow. We also want local tourism operators to prosper and, in turn, inspire the next generation of curious and incredible experiences.

### CHANGE MINDS

We want to alter people's perceptions of South Australia as a holiday destination. We're more than wineries. We're one of Australia's most diverse, dynamic and unique states.

# **OUR BRAND POSITIONING**

# THE PASSIONATE LEADERS WHO TENACIOUSLY UNEARTH AND PROUDLY SHARE SOUTH AUSTRALIA'S GEMS WITH THE WORLD.

### PASSIONATE LEADERS

We genuinely love what we do and we never do things by halves. Our enthusiasm for South Australia is infectious and drives us to go above and beyond. We lead the tourism industry with care, energy and action.

### TENACIOUSLY UNEARTH

We're always on the look out for new experiences in South Australia - the less obvious, the curious, the undiscovered. We keep our fingers on the pulse and continually scour the State in search of remarkable people, places and products to amplify.

### PROUDLY SHARE SOUTH AUSTRALIA'S GEMS WITH THE WORLD.

We're truly and deeply proud of our State and relish continually revealing the very best it has to offer to the rest of the nation and world at large.

## **OUR BRAND VALUES**

## SATC BRAND VALUES

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### **GO BOLDLY**

Take action  
Back yourself  
Be creative  
Embrace risk

### **DIG DEEPER**

Be inquisitive  
Find better ways  
Go further  
Continually learn

### **SHARE THE LOVE**

Be passionate  
Be empathetic  
Collaborate  
Exceed expectations

### **CAN DO**

Be positive  
Be resourceful  
Be proactive  
Lead by example

**OUR BRAND PERSONALITY**

## SATC BRAND PERSONALITY

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### **INTREPID**

We're openly adventurous and bold. We thrive on the thrill of discovery and exploring new places, ideas and ways of doing things with others. We don't have a comfort zone.

**It's not:**

Haphazard. Crazy. Unfocused.

### **INQUISITIVE**

We're inherently curious and investigative. We have an insatiable interest in the world around us and never stop learning. We never have all the answers because our thirst for knowledge never ends.

**It's not:**

Annoying. Nosy. Intrusive.

### **INTELLIGENT**

We're astute and smart. We use our insights, expertise and experience to make sound decisions and solve difficult challenges efficiently and effectively. We know our stuff and we're not afraid to show it.

**It's not:**

Arrogant. Clever. Cerebral.

### **INSPIRING**

We're positively magnetic and motivating. We have a natural energy and gravitas that incites those around us to do, see and achieve the extraordinary. We bring out the very best in people by leading, showing and energising them to go beyond.

**It's not:**

High energy. Pushy. Cocky.

**OUR BRAND IDEA**

# A CURIOUS PLACE

A Government agency that thrives on creativity? A team charged with continually uncovering South Australia's best experiences? A brave, ambitious place that always asks itself 'why not?' We see, think and do things a little differently here at the SATC, which is why we're driven by a commitment to always being 'A Curious Place'. Just like the remarkable State we humbly promote, we're a place that always raises questions and, in doing so, never fails to reward, surprise and delight.



**SOUTH**  
AUSTRALIA