

The Coast is Calling

INDUSTRY GUIDE



SOUTH AUSTRALIA 

Acknowledgement of Country

The South Australian Tourism Commission acknowledges and respects Aboriginal people as the state's first people and nations, and recognises Aboriginal people as traditional owners of the land and occupants of South Australian land and waters.



'COMMUNITY' ARTWORK BY GABRIEL STENGLE, NGARRINDJERI / NARUNGA / KAURNA ARTIST, AUGUST 2023

The Coast is Calling

Our coast has always called to us.
As much for the people as the places.
Today that call is louder than ever.

To support our coastal communities and tourism industry impacted by the algal bloom, the South Australian Tourism Commission has launched The Coast is Calling marketing campaign and voucher program. The aim is to inspire South Australians to keep planning visits, keep their reservations and keep showing up to rediscover and explore the diverse tourism offerings across coastal regions.



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The Coast is Calling Marketing Campaign

The Coast is Calling campaign launched in South Australia on **Monday 15 September**, with high impact media placements across Print, Radio and Outdoor along with a heavy presence through digital advertising channels. In addition, planned PR activations will drive further awareness of the Coast is Calling campaign and encourage South Australians to support businesses along the affected coastline.

Explore our coast. Support its people.

South Australia's coastline has been shaped by nature, but it's defined by the people, the experiences and the communities that give it character. This campaign will highlight those characters while inspiring South Australians to keep planning visits, keep their reservations and keep showing up for our tourism industry.

The overarching campaign messaging will drive a clear call to action to southaustralia.com/coastiscalling featuring coastal inspiration, itineraries, accommodation and experiences.



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The Coast is Calling Voucher Program

Support the people who make the place.

The Coast is Calling Voucher program will see **20,000 vouchers** for accommodation and experiences valued up to \$500 released.

South Australian residents aged 18 and over have entered the ballot for vouchers to the value of **\$100** off experiences and **\$100, \$200, and \$500** off accommodation.

The program will be further supported through compelling operator offers to promote the best accommodation and hosted experiences that the affected communities have to offer, to create a sense of urgency and immediacy.

Having a clear call to action will take consumers to a dedicated campaign landing page featuring tourism operator deals on southaustralia.com/voucher over the consumer booking period.

For more information, head to southaustralia.com/voucher. Licence No: T25/1530



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Key Dates

Ballot Draw:

Tuesday 23 September 2025

Booking Period:

Tuesday 23 September – Friday 24 October 2025

Travel Period:

Wednesday 24 September – Sunday 30 November 2025



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How To Get Involved

Working together, we can support our tourism industry in affected coastal communities.

Here are some simple ways you can leverage and bring the Coast is Calling campaign and Coast is Calling Voucher program to life on your own channels:

1

Promote your own involvement in the Coast is Calling voucher program

Share our downloadable assets on your own social media channels to amplify your involvement in the Voucher program. Access these campaign assets from our [SATC Media Storage](#).

2

Use our Canva social templates

Utilise 'The Coast is Calling' key messages with your own imagery. Download these pre made Instagram and Facebook feed tiles (1:1 and 4:5) and story tiles (9:16) [here](#).

Not a participating business?

That's okay, you can still get involved by promoting your product offering and travel to your region and/or business to support the Coast is Calling campaign.

3

Tag @satourismcommission across Instagram and Facebook

Across your own communication channels communicate either your involvement in the Coast is Calling Voucher program or The Coast is Calling campaign message including inspiration for consumers to visit your region and business.

4

Utilise key Coast is Calling campaign messages

Across your own channels inspire consumers with reasons why they should support The Coast is Calling campaign and visit your business and region. We recommend using images that are clear, welcoming and unique to your product offering that reflect current safety advice, see page 9 for more information.

5

Check your ATDW listing

Whether you're participating in the Coast is Calling Voucher program or not, we encourage you to publish Deals and Offers via ATDW to entice consumers to book your product. These listings will be featured on southaustralia.com/coastiscalling and promoted through our digital marketing program.

Communication Examples

Hero Campaign Statements

- The Coast is Calling
- Explore our coast. Support its people.
- The [insert your region name] is Calling
i.e., The Yorke Peninsula is Calling
- Support the people who make the place.
- Explore our coast to support people like us.
- Support the people who make the place.
Book now to redeem your Coast is Calling voucher.

How To Make It Your Own

- Answer the call from the coast and plan your experience with us.
- Our coast is calling. Help support the people who make the place with your Coast is Calling Voucher and spend on accommodation and/or hosted experiences.
- Answer the call from the coast and plan your stay with us.
- There's never been a better time to visit and answer the call. Book your next coastal experience with us today.



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Information and Updates

For the latest news, information and updates about the algal bloom currently affecting some coastal areas of South Australia, please refer to the government algal bloom response algalbloom.sa.gov.au.



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South Australian Tourism Commission

tourism.sa.gov.au