

# THE SIMPLE PLEASURES INDUSTRY GUIDE



SOUTH AUSTRALIA™

## Acknowledgement of Country

### Thank you to the Aboriginal people of South Australia.

The South Australian Tourism Commission acknowledges Aboriginal people throughout South Australia and their ongoing connection to the land and waters.

As the traditional custodians of this land for over 60,000 years, they have nurtured and preserved it, allowing us to stand, live and thrive in its abundance today and for generations to come.

We give our respects to Elders, past and present. We are deeply grateful for their custodianship, knowledge and generosity. With joyful appreciation, we celebrate Aboriginal and Torres Strait Islander peoples as Australia's original storytellers, artists, makers and innovators.

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





## South Australian Tourism Commission's purpose

South Australia has cracked something special, and we're here to share with the world the joyful appreciation for what really counts; the simple things that make life meaningful.

South Australia's tourism industry is a vital part of our State's economy. As the State's tourism and events agency, our role is to grow this sector by showcasing South Australia as an extraordinary holiday and events destination.



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## South Australia has cracked something special

We inspire people to visit Adelaide and South Australia through creative storytelling and captivating, world-class events. We bring South Australia's scenery, characters, and stories to life - imbuing them with meaning, shaping global perceptions, and leaving a lasting impression of our place, people, and products.

At the heart of our ambition is the desire to invite travellers to breathe in every detail, every step, every sip. No longer sight-seeing, but place-being. Fully present. Fully immersed. Open to the pleasures of every simple moment. This will put Adelaide and South Australia firmly in the sights of the domestic and international traveller.

## Choose your own journey

### Click on the chapter of interest

This guide is your introduction to South Australia's Destination Brand. It outlines our brand, long-term vision, and strategy, along with the campaign launching our brand platform. We invite you, our industry, to embrace and amplify 'Simple Pleasures' in your own unique way.

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An invitation  
to you,  
our industry,  
to embrace  
and amplify  
'Simple Pleasures'  
in your own way.

# CHAPTER 1

*Consume with a Haigh's chocolate frog.*

## THE SOUTH AUSTRALIAN STORY

# This is Australia's hidden gem, right when you need it. A dreamer's utopia, aged to perfection.

It's the world's biggest and longest experiment in how to live better, dig deeper, find some perspective.  
Why chase endless growth, when you can just let things grow?

This is a place built for the slow burn, not the burn out.

Where life can be a walk in the park. Where old classics mix with the radical new. A place of deep time, long stories, and ancient Country. Where better beats bigger, living well instead of living large, honouring values over maximum value.

Whether your dream night is a full plate and a generous pour, a sold out crowd hanging on every touch, or the next big thing hitting the high note. Wherever you go in South Australia, you're met by locals inviting you to share the pleasure they take in what they do.

Here, it's not about taking over the world, it's about making paradise in our little patch of it.

South Australians share a joyful appreciation for what really counts; the simple things that make life meaningful.

And it turns out this way of seeing the world might just catch on if we let it.

**South Australia. A place for Simple Pleasures.**

# CHAPTER 2

*Ponder over a freshly brewed coffee.*

## CULTURAL INSIGHT

# *Modern life has set us up to crash*

To always chase the more instead of the good — more money, more likes, more growth, more than the next person.

Travel becomes another part of the treadmill, leaving you out of breath when you should be catching it. We've optimised experiences until we're miserable.

People are left even more exhausted. Out of whack, out of tune, off balance. Racing through the bucket list like they're ready to kick it.

That's not living.

Is it any wonder today's travellers want to get back to balance?  
To tune back into harmony?

We can leave the rest of the world to burn out on that endless pursuit of more, turning holidays into more hard work. South Australia has been designed to celebrate what replenishes most – The Simple Pleasures.



# CHAPTER 3

*Pair with a world-famous Barossa shiraz.*

## INTRODUCING OUR NEW DESTINATION BRAND



*(Heaven is) “a just-picked,  
perfectly ripe white peach, still  
warm from the day’s sunshine.”*

Maggie Beer





# *Ahh... the simple pleasures.*

Like staring off into space.

Sand between your toes.

The serendipitous moment of being in the right place, at the right time.

Connecting with nature, with people, with food, music, even reconnecting with yourself.

It turns out, life's hidden gems are most often found in plain sight, away from the rush, hustle and endless scroll.

We spend our lives chasing more, more, more - that we forget about what really matters.

Yet here in South Australia, we share a joyful appreciation for what really counts - the simple yet powerful things that make life meaningful.

South Australia is a destination so rich in experiences, regions, events, characters and stories that unite around dedication, craft, and the effortless abundance of the simple pleasures in life.

To visit, is to not only receive some much-needed holiday regeneration, but also new eyes - to see the world differently. To reset, reconnect, reengage with what makes life so great and...

## *Celebrate the* **SIMPLE PLEASURES**

## We're Celebrating our South Australianness

The South Australian Tourism Commission (SATC) has worked with industry to develop a distinct and category-defining Destination Brand platform for South Australia that encapsulates a promise to future visitors.

A long term, customer facing platform built for sustained impact, truthfully reflecting South Australia. Developed through extensive foundational research and strategic planning, it captures the unique values and characteristics of South Australia.

Celebrate the Simple Pleasures is a cultural expression that aligns with our product truths, answering the audience's needs by resonating with a burnt out consumer, and provides. It's a distinct and ownable position in the travel category, creating a much needed point-of-difference for South Australia to stand out in the competitive market.

# South Australia has been designed to celebrate what replenishes most – The Simple Pleasures.



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### Philosophy:

It truthfully reflects South Australia and our distinct approach to life. We're a place full of people who strive for more of the good times, finding joy in the smaller, everyday moments.

### A call-to-action:

It's a direct invitation to our target consumers who are burnt out and longing for authenticity and consistency.

### An instruction:

It offers clear creative direction for the SATC and the wider South Australian tourism sector, guiding everything from advertising, trade events and visitor experiences.

Our platform taps into a universal need that has never been more exaggerated than in today's modern world. A hopeful reminder of what really counts in life, and the moments and experiences that South Australia has to offer in quiet abundance.

We invite you to reflect on how your business can embrace and highlight Simple Pleasures through storytelling, experiences, or the way you welcome visitors.

## A platform to celebrate South Australian creativity

This is not your generic tourism campaign. It's a stage to introduce the breadth of South Australian creativity and craft.

Our Destination Brand platform provides a unique opportunity to highlight and celebrate South Australian creativity.

The brand's look, feel, voice, colour, spirit, and personality take notes from South Australia's creative minds and craftspeople from the past and present and those on the rise. Artwork, design, music, and mixed media take centre stage bringing to the forefront the stories and talents of our artists, makers, and innovators.

By collaborating with local creatives and craftspeople, the campaign draws on our rich heritage and forward-thinking spirit, honouring the legacy and the future of our community. This approach will not only define the category but also disrupt the industry, unlocking a new standard and global distinction for longevity.

In this spirit, the campaign has been co-created with art by Lise Temple, James Brown, Cecilia Gunnarsson, Mike Barr, Gerry Wedd and music by Max Savage and Druid Fluids.



*Less generic*  
expected photography and video.

*More expressive*  
with rich and diverse range of styles  
and mixed mediums.

*Generous and abundant*  
Dedication, appreciation, craft mentality

*Impactful*  
Distinct and ownable within the category

*Co-created with SA artists*  
Love letter to the state



*“Simple pleasures are the last  
healthy refuge in a complex world.”*

Oscar Wilde



# CHAPTER 4

*Devour with Beerenberg strawberries fresh from the patch.*

**THE AUDIENCE - WHO WANTS WHAT WE'VE GOT?**



We are here for those who are spent. The ones who have burned precious life-force pursuing a mirage of more, bigger, better.

Only to find, not the fulfilling feeling of success and achievement, but an insatiable appetite for even more.

They need a place to regenerate.

The thing that will recharge the burnt out is something that South Australia has in abundance. Simple Pleasures.

**This is not something for everyone, but rather everything for the ones who want what we've got.**

## *South Australia is the antidote to burnout.*



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**The Destination Brand has been created to directly speak to 3 market segments and those most likely to find what we offer appealing.**

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For the brand to truly resonate, it needs to offer what the audience wants and values, aligning with their lifestyle and aspirations. These audience segments have been selected for their strong alignment with what South Australia offers, and whose motivation for travel matches what we are looking to deliver.

What this means is that you will be the beneficiary of an audience who is interested in your offering, who wants our experiences and who feels more connected. This will ensure that the visitor will fully engage with South Australia and go home better than when we found them.



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### **Domestic Travellers**

Australians seeking meaningful and authentic travel experiences, particularly from states with high visitor potential. Emphasis will be on two primary audience segments 'Cultural Contributors' and 'Authentic Connectors', looking for escapes that offer both relaxation and engagement with nature and culture.

With a secondary audience segment 'Achievement Seekers', who use travel as escapism from daily life, and in doing so, achieve self-fulfilment and personal progress.

### **International Travellers**

Adventurous and culturally curious travellers who value authenticity and meaningful experiences.

To learn more about SATC's key domestic audience segments and discover how to engage with them, please read [Audience Segments](#) fact sheets.

# CHAPTER 5

*Enjoy with a Crispy Chicken Tea Sandwich with Peri Peri Drippings (if you know, you know).\**

## CELEBRATE THE SIMPLE PLEASURES CAMPAIGN

\*An icon at Africola restaurant if you must know



Through our marketing campaigns and activities, we showcase **South Australia as an ideal place to explore, stay and experience.**

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Rather than simply promoting South Australia as a travel destination, our campaign highlights its cultural essence. It celebrates local philosophies and stories that shape its heart and soul, responding to the modern traveller's values and needs.

Destination marketing aims to elevate South Australia's image, associations, and reputation, making it the first thing people think of through consistent reinforcement of distinctive and meaningful creative.

It doesn't explicitly sell a particular trip type, tour package, holiday accommodation or any other specific product or service, rather the overall appeal of the state as a desirable travel destination.

## What

Celebrate the Simple Pleasures is the SATC's latest marketing campaign, which launches our Destination Brand platform to the Australian market from April 2025, and to our global markets from late 2025 and beyond.

## Where

The multi-channel launch campaign will capture the Australian market's attention and aim to disrupt the category.

Advertising will appear across TV and online video, high-impact outdoor, radio, audio and podcasts, social media like Facebook, Instagram, and TikTok, display banners, search engine marketing, email marketing, editorial, public relations, and co-operative marketing campaigns with key partners.

## Who

The campaign will be launched to Australian Domestic Travellers across SATC's key domestic markets, Victoria, New South Wales, Queensland, Western Australia and South Australia. Focusing on those seeking meaningful travel experiences, particularly from states with high visitor potential. Shortly after, it will expand to New Zealand before reaching the core global markets of South East Asia, China, United Kingdom, Europe and North America.

## Why

To grow brand awareness and appeal, deepen cultural resonance, and shape positive perceptions with domestic and global audiences, in turn lifting appeal and consideration for South Australia as a holiday destination.



As they say, the devil is in the details. If you're wanting more campaign specific information, visit our [Campaign Hub](#) and read the **Celebrate the Simple Pleasures Campaign Pocket Guide**.

# CHAPTER 6

*Indulge with a Coffin Bay oyster and champagne.*

## CAMPAIGN LAUNCH CREATIVE

## Celebrate the Simple Pleasures shifts away from traditional advertising, opting for deeper, sustained storytelling served up as episodes and specials.

Rather than one-off ads, the Destination Brand platform allows us to build a rich catalogue of South Australian tourism stories over time, using distinct creative that comes together to form a cohesive South Australian universe. This approach makes the brand deeply ownable and recognisable, so that in the future, South Australia will be the first place people think of when it comes to Simple Pleasures.

Our new brand is about showing, not telling. Instead of listing everything we have to offer - like most tourism ads - we'll highlight how we have it. This is where our unique character and sense of place come through.

That could mean celebrating a broad idea, like 'a fresh catch' that connects regions, or zooming in on a single moment, like a freshly shucked oyster, to tell a deeper story about one place or product.



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Over time we will continue to build out stories and episodes that help each region shine and that's the benefit of the episodic storytelling style. Tourism products, experiences, and regions will be progressively incorporated through future campaign phases.

While the launch is critical to introducing our Destination Brand to key markets, it's considered the start line of a long-term pursuit to solidify the global positioning of South Australia through consistent and distinct creative.

Specials

Provide a look into the Land of Simple Pleasures.  
Deeper moment of punctuation.

Episodes

Celebrate a South Australian Simple Pleasure.  
More regular cadence.



Harvest Eyes



Pipi to Plate



A Long Long Lunch

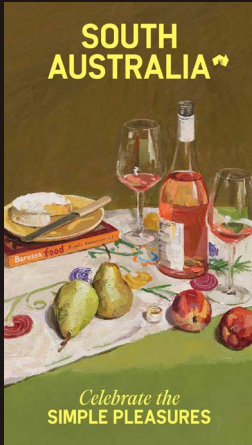


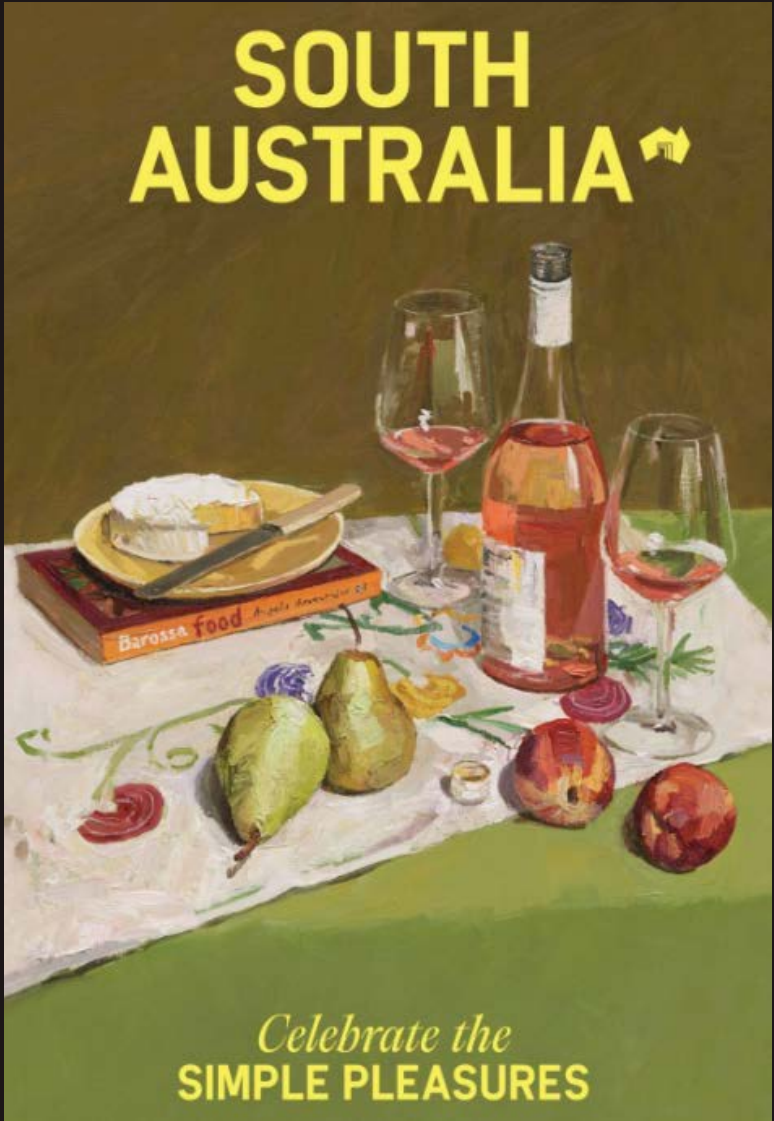
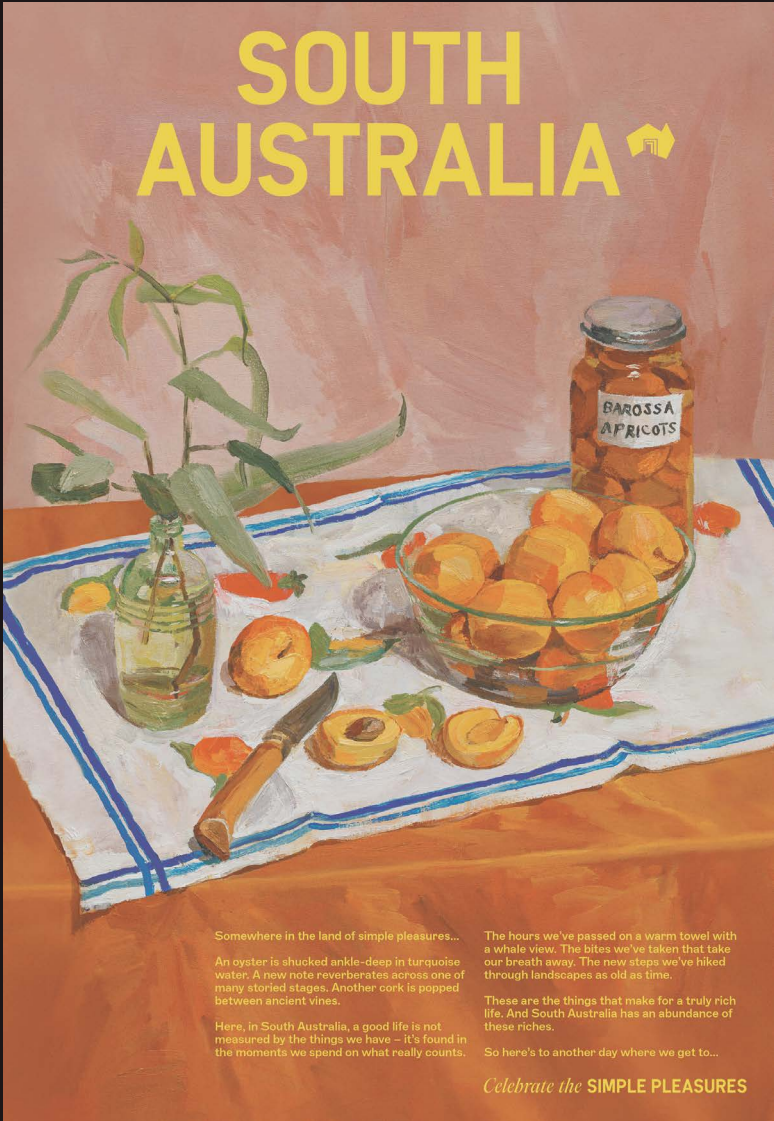


## Launch Assets - Outdoor



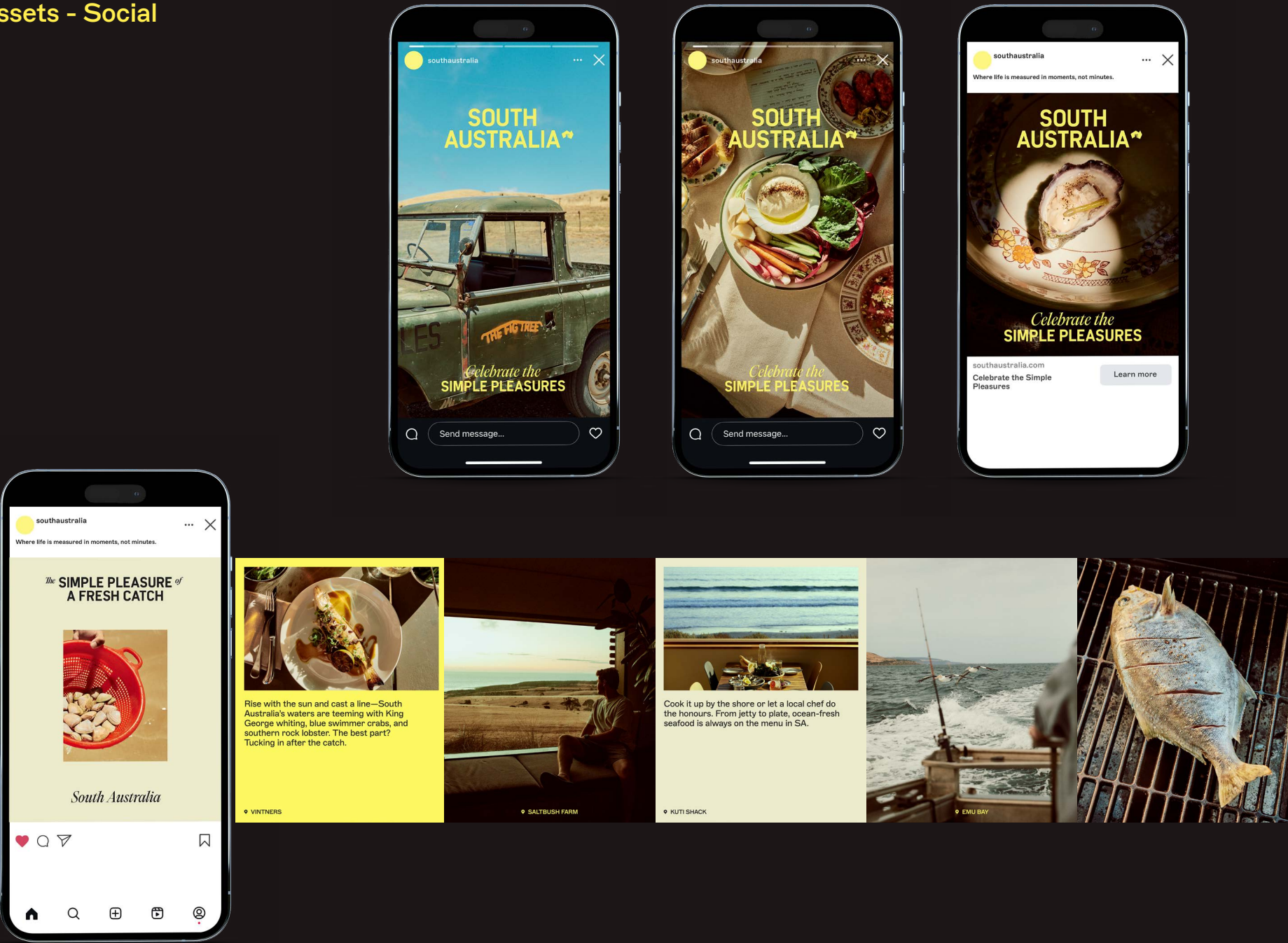








Launch Assets - Social



A photograph of a person standing on a beach, looking out at the ocean during a sunset. The person is in silhouette, and their shadow is cast on the sand. The sky is filled with orange and yellow clouds, and the sun is low on the horizon. The ocean is calm with small waves. In the background, there is a small building on a hill. The overall mood is peaceful and nostalgic.

*“My strongest memories of dozing in  
the sand hills after surfing, listening to  
the static of the waves in the warmth.”*

Gerry Wedd



# CHAPTER 7

*Savour with a Browns Barossa donut with sugar on top.*

## WHY EMBRACE IT AND HOW



To own the concept of Simple Pleasures, we have to capture the hearts and minds of potential travellers by highlighting the authentic simple pleasures of South Australia, bringing them to life in a way that's impossible to ignore.

We can't do it alone. Here's how you can be part of the story:

#### 1. List your business to get noticed

- With over 10 million visits each year, we can get your business in front of more travellers.
- List your business on [southaustralia.com](https://southaustralia.com), our state's official consumer website through the Australian Tourism Data Warehouse (ATDW). The SATC actively promotes southaustralia.com, driving leads and bookings for individual operators. By listing on the ATDW, you boost the chances of your product or business being discovered. Visit the [ATDW Support Hub](#) for more information.

*Tourism is everyone's business.*



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#### 2. Update your images

- Update your marketing with high-quality images, videos and footage of your business and South Australia by visiting the [South Australia Media Gallery](#).

#### 3. Connect with your Regional Tourism Manager

- If you're a regional business, you can connect with your local Regional Tourism Manager to leverage any promotional opportunities that arise. Be sure to communicate any announcements and new developments to them.

#### 4. Let's collaborate on the stories we tell

- In the spirit of co-creating with South Australia's community, we're inviting industry to submit stories, history, artists, musicians, simple pleasures and gems from your regions to help us build a rich catalogue of South Australianness to highlight over time. Please email [simplepleasures@sa.gov.au](mailto:simplepleasures@sa.gov.au)
- Amplify your South Australianness by sharing your story, history, journey, craft, or a new offering across your channels. Use the hashtag [#SeeSouthAustralia](#) to be part of the conversation.
- Share your business news with us via a media release. Exciting news, announcements and tourism product releases can be emailed to [corporate.comms@sa.gov.au](mailto:corporate.comms@sa.gov.au)

## 5. Connect with the SATC

- **Come along to SATC's Roadshows** in 2025. We're bringing the industry along on the 'Simple Pleasures' journey with informative events in your region. Hear from our executive team as they introduce our new Destination Brand, discover how to integrate key strategic insights into your business, and get your questions answered.
- **Over the next 2 years** the SATC will continually support and co-create with our industry. This is just the starting line of our long term venture to solidify the message of 'Simple Pleasures'. We've put in extensive work to identify best practices for sharing information with the industry. Our goal is to develop and deliver ongoing on-demand resources, learning tools, and webinars to support industry adoption of the Destination Brand, along with essential business, tourism, and marketing fundamentals.
- **Our long-term vision** is to provide ongoing resources, education, and capacity building for industry and operators - so make sure you bookmark the SATC [Corporate website](#) as a go-to hub for future updates and tools.
- **Stay up-to-date** Sign up for our industry e-newsletter and social media channels for real time tourism news, information, upcoming events and opportunities. [E-Newsletter](#), [Instagram](#), [LinkedIn](#), [Facebook](#)

*This is the just the start line  
of our long-term venture.*



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# CHAPTER 8

*Reflect while listening to 'Nothing on My Mind' by Paul Kelly.*

## INDUSTRY TAKEOUTS

<b>Our Ambition</b>	<ul style="list-style-type: none"> <li>• Grow South Australia's appeal as a tourism destination from 6th to 3rd</li> <li>• More South Australian, More Authentic, More distinctive, More Craft</li> </ul>
<b>The Problem</b>	<ul style="list-style-type: none"> <li>• South Australia doesn't have a distinct proposition</li> <li>• Interest in South Australia as a tourism destination remains low and consumers don't think of us when choosing a holiday</li> </ul>
<b>Cultural Insight</b>	<ul style="list-style-type: none"> <li>• Society is burnt out</li> <li>• Modern life is a constant hamster wheel of always chasing the more instead of the good — more money, more likes, more growth, more than the next person</li> </ul>
<b>Audience Need</b>	<ul style="list-style-type: none"> <li>• Carefree restoration and a place to regenerate</li> </ul>
<b>Visitation Drivers</b>	<ul style="list-style-type: none"> <li>• Relax &amp; Reset. Destress &amp; Recover. Detox &amp; Repair</li> </ul>
<b>Brand Opportunity</b>	<ul style="list-style-type: none"> <li>• Play like a culture brand so we don't drift into the background of tourism advertising</li> <li>• Distinct and ownable in our category</li> <li>• The thing that will recharge the burnt out is something that South Australia has in abundance. Simple Pleasures. We are the antidote to burn out</li> </ul>
<b>Brand Campaign</b>	<ul style="list-style-type: none"> <li>• Celebrate the Simple Pleasures</li> </ul>
<b>Destination Brand Position</b>	<ul style="list-style-type: none"> <li>• South Australia has been designed so you can enjoy an easy, endless supply of simple pleasures</li> </ul>



*“Small repeated pleasures  
are the bread and butter of  
human happiness.”*

Laura Vanderkam





# *Find out more and further resources*

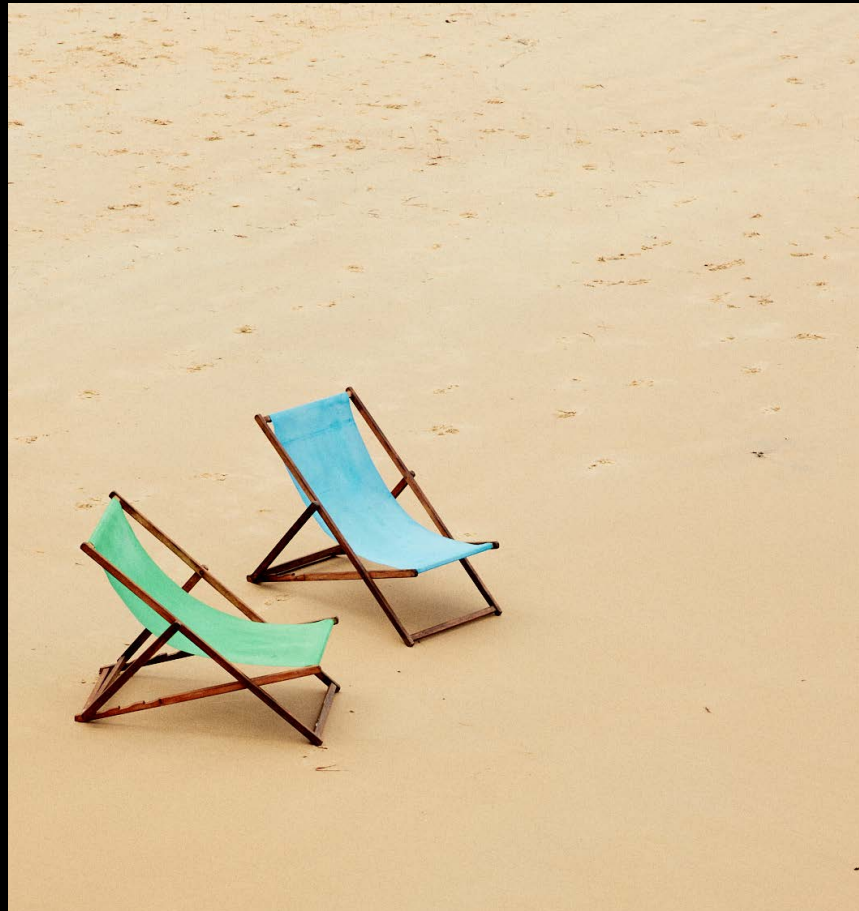
Industry professionals and operators are encouraged to use the SATC [Corporate website](#) as a valuable resource for information, learning, and access to tools.

By staying connected with SATC, you can tap into opportunities, events, and resources that help expand your knowledge and grow your business, all while aligning with the essence of being South Australian.

## **Further resources**

[Celebrate the Simple Pleasures Campaign Hub](#)

[South Australian Tourism Commission's Media Gallery](#)



# SOUTH AUSTRALIA

South Australian Tourism Commission

[tourism.sa.gov.au](http://tourism.sa.gov.au)