



# CHECKLIST FOR INDUSTRY GROUPS & ASSOCIATIONS



Industry groups and associations play a pivotal role in developing sustainable and vibrant communities. Your committees can help build a thriving visitor economy for the Limestone Coast in a number of ways, including.

- Identify activities in the **Destination Development Strategy** that align with your own plans and operations.
- Ensure your free and public attractions and tourism events are listed with the **Australian Tourism Data Warehouse** (ATDW).
- Amplify your stories on **social media**. Engaged communities are more important than the number of likes or followers so build an interested and passionate community around your experience through:
  - **Facebook**. Share a great image/video, and great story via the caption (no hashtags). Running events? Make sure you add them as an event, so they can also be shared by Visit Limestone Coast.
  - **Instagram**. Share great images/videos in your newsfeed, share stories through a caption on the post, and use the hashtags:  
**#visitlimestonecoast** and **#seesouthaustralia**  
You can include up to 30 relevant hashtags (eg town/location/experiences) to help with discovery. Follow and tag relevant accounts (see overleaf) in your comments for relevant posts.
  - Try the '**stories**' feature (it only lasts 24 hours) on **Instagram** and **Facebook**. These are great for more casual, everyday happenings. Tag @limestonecoast and you may be reshared.

- Ensure **your website** is optimised for mobile visitors, use professional images, and publish stories (on a blog) that will inspire and help visitors.
- Share your ideas** via the [Limestone Coast Online Survey](#) (see URL below) for potential inclusion in future blog articles on [visitlimestonecoast.com.au](#), social media and other marketing activities.  
  
The survey can also be reached at [www.surveymonkey.com/r/LCStoryIdeas](http://www.surveymonkey.com/r/LCStoryIdeas)
- Make sure the **TripAdvisor** and **Google My Business** listings for all of your experiences are claimed and optimised, and someone is designated to respond to the reviews from visitors.
- Join the '**Limestone Coast Tourism Industry Network**' **Facebook Group** for updates on local tourism opportunities.
- Speak to your local Visitor Information Centre about offering **regional guides and other brochures** at key visitor locations.
- Keep in touch with **your council**:
  - Let them know of any projects that are required to improve the visitor experience in your town such as signage, toilets, parks, parking, RV campgrounds.
  - Keep informed of any upcoming grants.
  - Share good news stories to include in their communication and promotions.
- Attend **training and development courses** to upskill in best practice tourism marketing.



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## KEY SOCIAL MEDIA CHANNELS AND HASHTAGS

### INSTAGRAM

Mount Gambier	@discover_mount_gambier	#discovermountgambier
Coonawarra	@coonawarra_wine	#coonawarra
Beachport	@beachportsa	#beachport
Penola	@visitpenolacoonawarra	#penola
Millicent	@millicentexplore	#visitmillicent
Kingston	@kingston_se_local_starts_here	#mykingstonse
Robe	@robessouthaustralia	#robessouthaustralia
Tatiara	@visittatiara	#tatiara

### FACEBOOK

Mount Gambier	@discovermountgambier
Coonawarra	@coonawarra
Beachport	@gottalovebeachport
Penola	@PenolaCoonawarraSA
Millicent	@MillicentExplore
Kingston	@kingstonseconnect
Robe	@robessouthaustralia
Port MacDonnell	@portmacdonnellcommunitycomplex
Naracoorte	@NLBTA

## KEEP INFORMED AND INSPIRED



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[facebook.com/LimestoneCoast](https://www.facebook.com/LimestoneCoast)



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