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# #A Moment Away TOOLKIT



## CAMPAIGN OVERVIEW

*Driving revenue to the tour and activity sectors by encouraging donations of experiences for flood impacted people*

#AMomentAway is a new campaign encouraging people from across the nation to purchase experience vouchers for those impacted by the recent floods. The campaign is targeted towards providing a mental reprieve for those in need, while boosting income streams for the tour and activity sectors who are once again impacted by the disruption to the visitor economy.

With the region struggling to deal with the influx of donated items, the campaign encourages people to instead purchase an experience voucher that can be donated to someone needing a mental health reprieve.



## MESSAGING

*#AMomentAway is all about taking a mental health break to recharge and reconnect*

This campaign provides an opportunity to explore a different kind of messaging and promotion for tours and experiences in the region. Businesses should determine the point of difference in the experience or tour offered and explore how this can be used to create a mental health break for someone in need. Understanding the diverse needs and interests within the market, #AMomentAway can look very different for every individual. Healing through art and culture, connecting to nature, enjoying a relaxing day with friends or loved ones, getting the adrenaline pumping or trying something completely new for the first time.

## HOW TO GET INVOLVED

If you wish to get involved in the #AMomentAway campaign the first step is to begin to bring your social media messaging in line with the campaign. Use the #AMomentAway hashtag to encourage your audience to purchase a gift voucher; either for someone they know or as a community donation.

The customer may choose to give the voucher directly to someone they know or leave the voucher with you to donate.

If you are unable to connect with someone in need directly, the vouchers can be given to the Ballina Visitor Information Centre for distribution.



## EXAMPLE SOCIAL MEDIA POST



**Example Tours** · Just now ·

If you are looking to help someone impacted by the recent floods why not donate #AMomentAway with Example Tours. Our Half Day Kayaking Tour offers the chance to disconnect from the stresses of daily life while immersing in nature. This slow paced, relaxed tour provides the opportunity to take in Ballina's stunning natural environment and wildlife.

To purchase a gift voucher follow the link below;  
[www.examplelink.com](http://www.examplelink.com)

You can purchase a voucher for someone you know or leave with us and we will donate to a local in need.



*Describe what is it about the experience you offer that can help flood impacted people to refresh, recharge and escape their current day to day lives*

## WRITING FOR SOCIAL MEDIA

When writing for the #AMomentAway campaign make sure your posts include:

- A brief statement about donating experiences to people impacted by the 2022 floods - Include the #AMomentAway hashtag.
- How your tour/experience offers #AMomentAway
- A link for donors to purchase gift vouchers
- That the voucher can be purchased or someone they know, or left with you to donate.

Use facebook and instagram stories to further advertise the campaign.

## SECONDARY HASHTAGS

#Northernriversfloodrecovery  
#floods2022 #DonateAMomentAway  
#discoverballina



Your Story 1s

**DONATE #AMOMENTAWAY TO SOMEONE IMPACTED BY THE RECENT FLOODS**

[EXAMPLETOURSVOUCHERBOOKING.COM](http://EXAMPLETOURSVOUCHERBOOKING.COM)

## How to be involved in the #AMomentAway GIVIT campaign

It is free to participate and all that you need to do is:

- Inform the Ballina Tourism Team of the experiences and regular pricing for the experiences. so a gift voucher can be created. You can do this by completing the below form; or sending an email to us via [discover@ballina.nsw.gov.au](mailto:discover@ballina.nsw.gov.au) or call us on 1800 777 666
- Provide the URL website link or other method for purchasing the gift certificates
- Honour the gift vouchers, the same you would an ordinary gift voucher.

We encourage you to post about the experiences on your social media. Ballina Tourism Team will provide you with a URL website link where donors can make the purchase and flood impacted people will receive the gift vouchers.

## Details for inclusion in the #AMomentAway campaign

Organisation Name

Contact First and Surname

Mobile Phone

E-Mail

Name and price of experience #1. Per adult, per child

Name and price of experience #1. Per adult, per child

Return this form via email to [discover@ballina.nsw.gov.au](mailto:discover@ballina.nsw.gov.au). You can do this by clicking on the submit this form below