**Matesong - Campaign Overview**

**Overview**

* *Matesong* is Tourism Australia’s latest campaign targeting the United Kingdom (UK). It is a fun, light-hearted musical message delivered by Kylie Minogue that celebrates the longstanding ties and sense of mateship that exists between the two countries and reminds the Brits that Australia is always here for a holiday.
* The UK is Australia’s third largest market for spend and fourth largest for arrivals. A quarter of Brits who travel to Australia are high value travellers, which means they travel further, stay longer and spend more.
* *Matesong* aired on ITV ahead of the Queen’s Speech on Christmas Day and aims to reinvigorate Australia’s image in one of our largest and most important tourism markets.
* *Matesong* presents Australia as a dynamic, diverse and modern destination, alongside the things Brits have always loved about Australia: white sandy beaches, cute animals, TV programs like *Neighbours* and some competitive banter on the cricket pitch.
* Change and uncertainty impact consumer confidence and, in the case of the UK, this has influenced travel numbers to Australia recently. However, this period of uncertainty has also created pent up travel demand, which *Matesong* seeks to unlock.
* There are 2.4 million [high value travellers](http://www.tourism.australia.com/content/dam/assets/document/1/7/5/e/w/2013224.pdf) in the UK who are considering Australia as a destination in the next four years and forward bookings data suggests that UK travel to Australia is set to return to growth in 2020. Tourism Australia aims to leverage this opportunity by reinvigorating the UK market with a bold new campaign.
* The AUD$15 million *Matesong* campaign is the largest investment Tourism Australia has made in the UK in more than a decade. In the same way the *Dundee* campaign bolstered the US market, Tourism Australia believes *Matesong* will drive growth from both first time and repeat British visitors.
* *Matesong* is the first international market that Tourism Australia’s Come Live Our *Philausophy* campaign has been rolled out in.
* In the lead-up to Christmas, the three-minute clip was promoted as a Christmas message from Kylie to her adopted home of Britain. It was then cleverly unveiled as a showcase of breathtaking Australian locations.
* To deliver *Matesong*, Tourism Australia turned to one of Australia’s most well-known exports and beloved personalities, Kylie Minogue. Few Australians have the same deep and authentic connection with both Australians and the Brits as Kylie Minogue. Kylie embodies Australia’s vibrant, warm, fun and friendly personality and is the perfect person to reach out to the Brits with a hand of friendship.
* Kylie’s career has gone a long way toward shaping the positive image of Australians in the UK. She is still hugely popular in both countries and continues to go from strength to strength in her career, maintaining relevance and contemporary appeal.
* The *Matesong* clip was filmed across a number of locations in Australia including Sydney, Byron Bay, Uluru, Melbourne, Perth, Rottnest Island and the Great Barrier Reef.
* The talent featured in *Matesong* (ordered by appearance in film) include:
  + Lead:
    - Kylie Minogue: Australian singer, songwriter and actor
  + Cameos:
    - Adam Hills: Australian comedian and radio and television presenter
    - Ash Barty:  Australian professional tennis player
    - Reggie and Cassidy Uluru: Indigenous Elders, Mutitjulu Community
    - Shane Warne: Australian cricket commentator and former cricketer
    - Darren Robertson: Chef and co-owner, Three Blue Ducks
    - Jeff Bennett: Co-owner, Three Blue Ducks
    - Magdalena Roze: Meteorologist, presenter and journalist
    - Andy Saunders: Comedian, Aboriginal Comedy Allstars
    - Kevin Kropinyeri: Comedian, Aboriginal Comedy Allstars
    - Sean Choolburra: Comedian, Aboriginal Comedy Allstars
    - Jordan and Zac Stenmark: Australian models
    - Ian Thorpe: Former Australian Olympic swimmer
  + Music and lyrics by:
    - Eddie Perfect: Australian writer, performer and composer

**Campaign Rollout**

* *Matesong* targets high value British travellers, showcasing high quality tourism experiences which can be enjoyed around Australia.
* The *Matesong* film features some of Australia’s most recognisable celebrities, including Adam Hills, Ash Barty, Shane Warne and Ian Thorpe.
* Tourism Australia has published tailored travel itineraries and inspiring destination information on Australia.com. This will be supported with a dedicated campaign ‘marketplace’ which will include partner airfare and holiday offers, all aimed at converting interest to actual bookings.
* The exclusive airline partner for *Matesong* is Singapore Airlines. They will be making ‘mates fares’ available for pairs or groups to book affordable fares from the UK to Australia.
* *Come Live Our Philausophy* is Tourism Australia’s new global campaign which invites the world down under to experience first-hand the uniquely Australian way of life.
* The campaign highlights nine *Philausophies* that aim to encapsulate the Australian way of life and highlight what differentiates Australia from the rest of the world:

|  |  |  |
| --- | --- | --- |
| Balanced Lifestyle | Mateship | Storytelling |
| Love of Nature | No Worries Attitude | Generosity of Spirit |
| The Australian Flavour | Sense of Adventure | Boundless Optimism |

**Why the United Kingdom?**

* The UK is an extremely important market for Australia. The UK is Australia’s third largest market for visitor spend and fourth largest market for arrivals.
* More than 700,000 British people spend $3.4 billion in Australia each year.
  + For the year ending October 2019, there were 714,400 arrivals from the UK to Australia, a 4.3% decrease year on year.
  + For the year ending June 2019, British visitors spent $3.4 billion, a 3% decrease year on year.
* A quarter of British visitors to Australia are considered high value travellers who spend 2 to 3 times more than the average traveller.
* British visitors spend 32 nights in Australia on average and spend close to $5000 per trip. They have a high propensity to disperse throughout regional and rural Australia and have high instances of repeat visitation.
* There are close to 1,000 weekly flights to Australia from the UK via the Middle East and Asia.
* Australia still has strong brand recognition amongst UK travellers, however, there remains a challenge to entice travellers to travel to Australia sooner rather than later and to see a part of the country with each visit rather than waiting to see it all in one go later in life.
* Change and uncertainty impact consumer confidence and, in the case of the UK, this has influenced travel numbers to Australia recently. However, this period of uncertainty has also created pent up travel demand, which *Matesong* seeks to unlock.
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