



CLICK FOR VIC

FREQUENTLY ASKED QUESTIONS

1. What is *Click for Vic*?

Click for Vic is a marketing campaign launched by Visit Victoria in August 2020, encouraging Victorians to get behind the tourism industry by buying local products online whilst travel restrictions were in place.

The \$5.5 million marketing campaign was delivered through advertising on television, radio, out-of-home, print, digital and social media and further supported by public relations and partnerships.

The campaign media buy ended on 31st January 2021, however the [Click for Vic platform](#) continues to live on the Visit Victoria website. It aims to drive consumers to Victorian tourism-related businesses' offering at-home, virtual or delivered to your door experiences and to help keep businesses operating during this unprecedented time in our history.

2. How does *Click for Vic* Work?

The *Click for Vic* marketing campaign aims to inspire consumers to support the tourism industry by purchasing products online to enjoy at home.

The Visit Victoria *Click for Vic* webpages showcase a selection of businesses offering dine at home options, Victorian produce straight to your door, drink at home delights, fashion inspiration and gifts for friends and family.

Click for Vic may also highlight third-party directories, such as Co-lab Pantry, Providoor and Victorian Country Market, for consumers to continue exploring a depth and breadth of Victorian makers and creators to support.

3. How can Victorian businesses and products get involved in the campaign?

Businesses can get involved by using #clickforvic #visitvictoria and #visitmelbourne as well as their own handle and hashtags on social media (Facebook, Instagram and Twitter).

You can leverage the campaign messaging in your communications depending on restrictions at the time, for example your social post could use the following words, 'While our friends in Melbourne can't visit us right now, you can still order the products that you love via our online store to enjoy from your home. #clickforvic'

You can share new, different and interesting initiatives through Visit Victoria's PR and Social Media email addresses.



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4. How can Victorian businesses and products get involved in the campaign?

The *Click for Vic* web pages are managed by Visit Victoria and feature a selection of products that will inspire Victorians to support the local tourism industry. As the state's tourism marketing agency, our focus is on the people and businesses that contribute to Melbourne and Victoria's reputation as a great place to visit.

The *Click for Vic* campaign web pages feature many fantastic local businesses, but not every Victorian business will be suitable to be featured here, and these editorial decisions remain with Visit Victoria. Featured businesses are required to have an Australian Tourism Data Warehouse (ATDW) listing.

Click for Vic is not only about our web pages. It is a platform that encourages people to support Victorians and buy online. That's why we suggest you use the #clickforvic in your marketing and social media to make the most of the positive sentiment.

5. How do I get added to a different part of the Visit Victoria website?

[Click here](#) for information on registering and creating an ATDW listing. Please note, to list on the ATDW, your business or event must meet the following criteria:

- Operate within Australia
- Provide a direct experience to the leisure tourist
- Have a physical premises where visitors can access your product or service
- Fit into one of the following listing categories: Accommodation; Attraction; Food and Drink; Event; Hire; Tour; Transport and General Service.
- Tour operators and Accommodation providers must provide a current ABN upon registration.

6. My business does not have a physical premise in Victoria where visitors can buy my products, therefore I am not eligible for an ATDW listing. How can I get involved in this campaign?

Click for Vic aims to support tourism businesses who have not been able to receive visitation, or initiatives that support tourism products. If you do not have a physical premise, we would encourage you to list on alternative eCommerce sites, so that consumers are able to find your product and purchase from you.

7. Where can businesses get support if they have customer queries relating to the third-party sites?

In order to make a purchase through *Click for Vic*, consumers will have to leave the Visit Victoria platforms and enter a third-party site to complete their purchase. Visit Victoria encourages you to directly contact the third-party provider who is selling your product online. All responsibility for order fulfillment and product quality is the sole responsibility of the third-party party provider.

8. Can I get a *Click for Vic* voucher?

The *Click for Vic* platform is not where online transactions occur, so we do not offer *Click for Vic* vouchers.

We encourage Victorians to buy vouchers direct from businesses or other third-party directories.

Providoor has gift vouchers: <https://www.providoor.com.au/promo/giftvouchers>

Co-lab Pantry has gift vouchers <https://colabpantry.com.au/products/co-lab-pantry-gift-card>

And a few businesses are selling vouchers on [Vic Country Market](#) - just search "voucher"

9. Can I access the campaign assets for use on my channels? Can I download your campaign images?

We encourage you to use #clickforvic on your channels but the campaign imagery and videos are not available to download as Visit Victoria owns the copyright for these assets. Please feel free to share our posts across social media.

10. Why has Visit Victoria created this campaign?

The campaign was created in response to restrictions in place across metropolitan Melbourne and regional Victoria in 2020. Victorians were not able to travel as per usual and many businesses in the tourism industry have seen a significant downturn in their business. These restrictions continue to impact Victoria in 2021, and the platform continues to exist for these uncertain times.



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Click for Vic is a way of supporting businesses that contribute to the Victorian tourism experience and will help set up the Victorian visitor economy for recovery and prosperity in the future.

11. What are the campaign objectives for Click for Vic?

- Build consideration for future travel within Victoria
- Stimulate pride and appreciation for our home state by producing inspirational, distinctive communications that create an emotional connection with Victorians.
- Drive consideration to support local Victorian businesses by showcasing Victoria's distinct and compelling online products and home delivery services.
- Drive conversion to Victorian businesses for the online purchase of products.

12. Who is the campaign targeting and why?

This campaign primarily targets 'Lifestyle Leaders', with all Victorians 18+ as the secondary target.

The 'Lifestyle Leaders' segment has been developed in partnership with Roy Morgan Research and represents 30.1 per cent of the Australian population (1.66 million Victorians).

'Lifestyle Leaders' are more likely to be socially aware and they like to shop, particularly online. They are open to trying new things and believe that quality is more important than price. 48 per cent of Melburnian-based 'Lifestyle Leaders' have been to local markets or farmers market in past three months, compared to 38 per cent of non-Lifestyle Leader Melburnians.

13. What are the campaign messages directed at consumers?

- Buying local is one of the best ways to support Victorian makers and producers who are doing it tough.
- An extensive selection of the best fresh Victorian local produce and artisan products is just a click away and can be delivered direct to your door.
- Ordering local products online puts money directly in the pocket of Victorian makers and creators, which goes a long way to keeping them on their feet.
- Not only will you help others, you'll get to know the creative and resilient Victorians behind the produce.
- While you can't travel right now, you can still enjoy a taste of Victoria from the comfort and safety of your own home.
- Head to www.visitvictoria.com/clickforvic and discover how you can bring Victoria into your home.



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