

Communications Strategy
‘Get Outdoors Week’

www.goweeek.org.nz

15 – 22nd February 2019

Overview

Get Outdoors Week (GO Week) is a week-long annual campaign jointly developed by New Zealand's outdoor recreation, outdoor safety and tourism community. The week is focused on **'self-powered outdoor recreation'** that excludes things like power boating or horse riding.

The focus of the week for all organisations involved, both within the steering committee as well as other organisations who choose to participate, is about helping participants to plan awesome adventures. Safety, participation growth as well as the awareness and interaction with local recreation locations are the positive by-products of planning to go on trips into the outdoors.

*“It's easy to plan awesome adventures in the outdoors!
We'll show you how”*

Target Audience

GO Week is primarily aimed at *families with 5–15 y/o kids*. The secondary audience is *Kiwi's heading out for the first time*. Both of these groups may lack experience or confidence in 'getting outdoors' for the first time, or to somewhere new.

Campaign Objectives: *Shared Value*

Primary outcomes

GO Week has been developed to achieve three primary objectives.

- Safety Organisations: To raise awareness of personal responsibility for safety and increase the use of available planning tools and resources.
- Recreation Organisations: To increase participation in outdoor recreation activities
- Tourism Organisations: To showcase NZ's abundant outdoor recreation opportunities.

Secondary Outcomes

- To enable organisations in any of the three major groups – Safety, Recreation, Tourism – to get involved and to get their audience/network into the outdoors

Activation & Promotion

There are several components to the activation and promotion of 'Go Week'. You're encouraged to get involved in any and all components if your organisation has capacity to support this awareness week.

URL & Campaign Tag

- www.goweek.org.nz
- #GOWeekNZ

Social Media

A key component of this awareness week is the coordinated use of social media. To help reach the target audience/s we rely on the combined reach of those organisations within the 'steering committee'. However, this is not enough on its own. Any organisation/group/club that gets involved is invited to add their voice into the social discussion.

- Please **share the posts from the event pages below** to your page/s where possible *or* create your own posts and tag us.
- Please add #*GOWeekNZ* to all posts about Get Outdoors Week to establish the interconnected framework of content, as well as to facilitate better reporting on success at the end of the week.
 - **Facebook Page** (<https://www.facebook.com/GetOutdoorsWeek/>)
 - **Instagram Page** (<https://www.instagram.com/getoutdoorsweek/>)
 - **Twitter page** (<https://twitter.com/GetOutdoorsWeek>)

PR

MSC and WSNZ are the two organisations who will be chiefly responsible for driving the PR activity for year #1. MSC and WSNZ are currently exploring national story options with *Stuff.co.nz*, *NZ Herald*, *TVNZ* and *Newshub*. Please get in touch if you can support or augment this PR with locally focused stories. If you have an idea for a story, please contact [Nick Kingstone](#) and discuss.

Send a media release

We'd love to see hundreds of media releases sent during the week. If you've never sent a media release learn how here > [Find out more](#)

Grassroots events

One of the most exciting opportunities for GO Week is watching how this is activated in the local communities. We strongly encourage putting plans in place to enjoy the outdoors during this week. The resources and tools are at your disposal.

Retail

Participants are likely to head to a gear store at some point in their journey to and from the outdoors. MSC has an established partnership with Macpac, Bivouac, Torpedo7 and Kathmandu who comprise the '[Outdoor Safety Retail Partnership](#)'. A number of in-store activations are being discussed. Get in touch with your local stores and have a chat about how you could get involved.

Resources and tools

- Plug In to GO Week: A range of web banners are being produced for use during this week. They are [available here to download](#) along with other options like embedded YouTube videos, free eLearning course modules and much more. We encourage these to be added to appropriate pages on your websites as well as in any newsletters and EDM's you might be sending to your audience/network.

Promotion Calendar

Below are the major milestone dates for the promotion and PR. More detailed information is available upon request. Please email Nick Kingstone for the latest updates using the email address below.

Please contact marketing@mountainsafety.org.nz for more details.

ITEM	Start	Finish
Coming Soon - Pre Event	17/12/18	14/02/19
<i>Social Media</i>	17/12/18	14/02/19
<ul style="list-style-type: none"> • MSC + WSNZ 	17/12/18	14/02/19
<ul style="list-style-type: none"> • Tourism & Councils 	17/12/18	14/02/19
<ul style="list-style-type: none"> • Recreation & Health Orgs 	17/12/18	14/02/19
PR During Event	15/02/19	25/02/19
<ul style="list-style-type: none"> • Friday (Breakfast TV Launch) 	15/02/19	15/02/19
<ul style="list-style-type: none"> • Saturday (Editorial: Wellington + DOC + MetService) 	18/02/19	18/02/19
<ul style="list-style-type: none"> • Sunday (Editorial: AKL) 	19/02/19	19/02/19
<ul style="list-style-type: none"> • Monday (Editorial: Youth Focused - Youth Orgs) 	20/02/19	20/02/19
<ul style="list-style-type: none"> • Tuesday (Editorial: Christchurch) 	21/02/19	21/02/19
<ul style="list-style-type: none"> • Wednesday (Editorial: Auckland) 	22/02/19	22/02/19
<ul style="list-style-type: none"> • Thursday (Editorial: Queenstown/Wanaka) 	25/02/19	25/02/19
<ul style="list-style-type: none"> • Friday (TV + Editorial: Fiordland) 	22/02/19	22/02/19

Resources

[‘Plan My Trip’](#) – Online journey planner built to facilitate the planning of outdoor recreation trips. You’ll get an ability to share your trip with others (email and social) as well as a list of resources tailored to your activity and season, as well as a packing list, trip recommendations and a whole lot more. Highly recommended for the target audience.

[Outdoor Safety Code](#) – A guide to the five most important considerations for every trip into the outdoors.

[Water Safety Code](#) - The Water Safety Code consists of four simple rules to remember each time you venture near the water. It serves as a great starting point for planning a safe aquatic adventure.

[eLearning Course](#): Learn all about multi-day trips in New Zealand with this FREE online course.

[Intentions](#) – How to ‘tell someone your plans’.

[Personal Locator Beacons \(PLB’s\)](#) – Information on emergency communications in the backcountry.

[River Safety](#)

[Be River Safe](#) – Fact sheets for students and notes for teachers on river safety

[Water Skills for Life](#) - Get Your primary school learning water safety skills

Insights: Tramping – [‘A Walk In The Park?’](#). This is the latest research into tramping incidents in New Zealand.

Help / Troubleshooting

Please contact Ros, design@mountainsafety.org.nz

Project Management

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[Media enquiries webpage](#)