
My Phillip Island - Tourism Ambassador Training Program
Content Creation Brief



Closing Date for Submitting Quote

Friday, 1 February 2019

Contact

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Background

Destination Phillip Island Regional Tourism Board in partnership with key stakeholders Bass Coast Shire Council and local industry wish to improve the reputation of our tourism region, increasing yield and improving visitor experience by creating a network of local knowledgeable ambassadors who understand the visitor economy and have a range of local knowledge that encourages improved customer service and experience. This will enhance the communication with the network to educate and inform of key developments, opportunities (jobs), special incentives and the ever-changing offerings in region

One of the key actions identified in the Phillip Island and San Remo Visitor Economy Strategy 2035, we are developing the 'My Phillip Island' a Tourism Ambassador Online Training platform. Supported by the State Government this project is due to be implemented mid 2019 and the digital platform development has commenced.

The Project

Destination Phillip Island Inc is seeking to engage a contractor to create content for the online platform *My Phillip Island* Tourism Ambassador Training Program.

Who are we talking to?

The content is for anyone who interacts with Phillip Island / San Remo visitors. It could be a barista, service station attendant, volunteer, tour guide, baker, supermarket employee, tradie or student. It is about sharing our story, to encourage positive visitor interactions and understanding of the importance of the Visitor Economy in the region.

Key Outputs

The contractor will be required to produce the following based on a subject module guideline provided by the My Phillip Island Industry Steering Group.

8 modules of content which are made up of:

- An introduction to the module which may include a video and images
- A range of Units within a module to support the topic (no more than 8 per module)
- Unit copy which can include video/imagery recommendations
- Unit questions (no more than 8 questions per unit) to test participants knowledge.

Material should be supplied electronically in a simple word document allowing it to be uploaded into the platforms management system easily.

Word limits and question formatting will be provided to the contractor.

Content Style and Principals

The copy and presentation of imagery/video must be delivered in a friendly and engaging manner suitable to a range of audiences.

Question design must be based on a multiple choice, single word or image selection answer.

The content cannot be overly onerous but punchy and to the point so that top of mind knowledge is retained.

The content needs to be:

- easy to understand using plain English wherever possible
- organised under Modules and Units that make sense to the audience
- accurate
- using correct punctuation, grammar and spelling
- layered so the user can scan the text easily for relevant content
- presented consistently.

Support

The Steering Group will provide relevant reference material, and/or set up key contacts to work through the appropriate content.

The contractor will not be required to provide the imagery or video but should provide key recommendations for imagery or video messaging to be included. The Steering Group will then consider current assets or commission production of required images and video.

Submission

Please provide:

- an overview of your relevant experience
- an example copy of content based on the theme - “Wildlife of Phillip Island”
- rates and charging protocol
- availability from February – April for work and possible meetings on Phillip Island (noting the majority of work can be completed remotely).

EOI close on Friday 1 February 2019

Submission to Project Manager - Kim Storey dpi@visitphillipisland.com.au

