

TOOL KIT FOR SOUTHERN HIGHLANDS

GO

GRAND

SOUTH COAST & SOUTHERN HIGHLANDS

Destination Southern Highlands is partnering with its South Coast neighbours in a WINTER MARKETING campaign supported by Destination Sydney Surrounds South.

GO GRAND this winter!

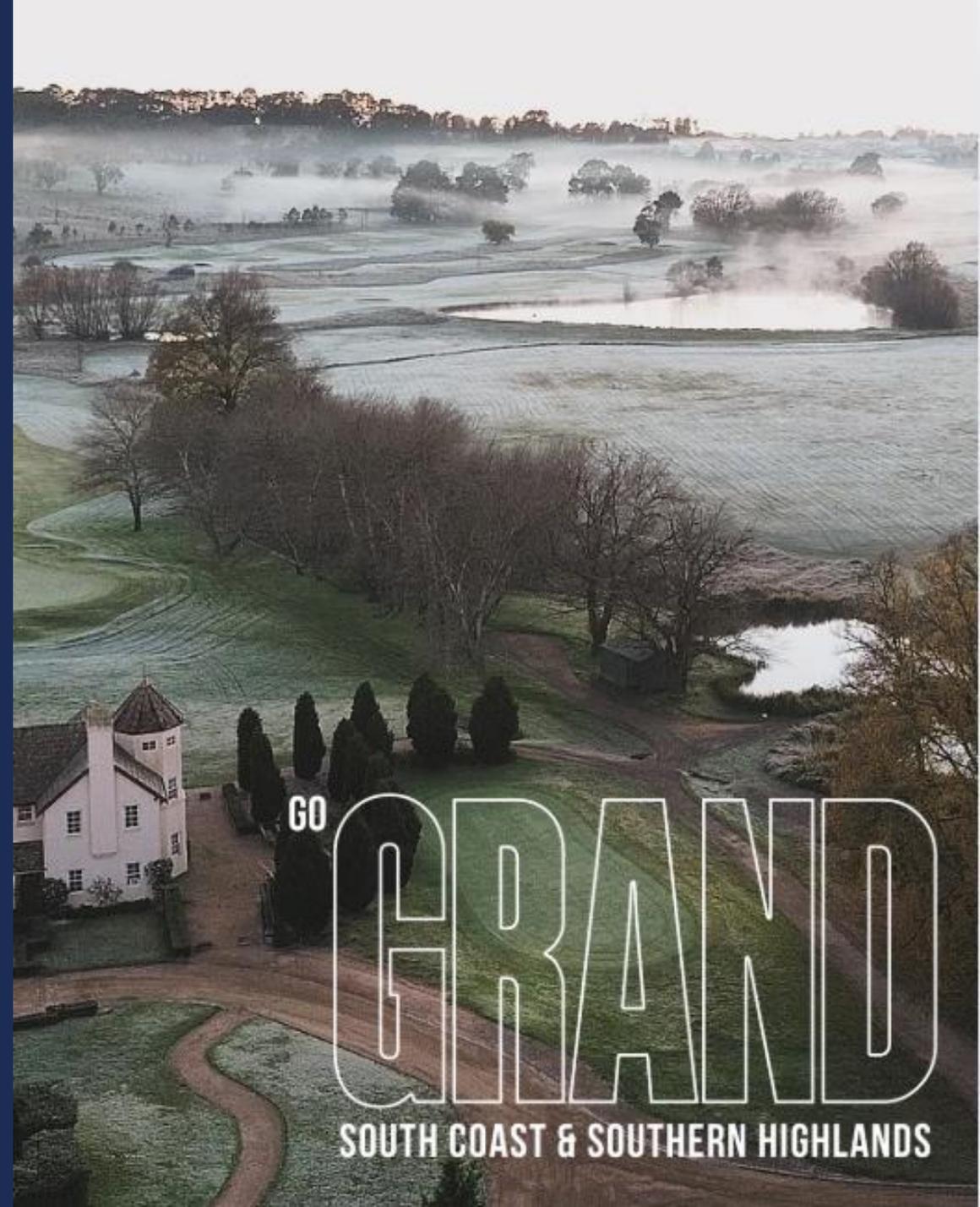
This collective campaign has been developed to inspire winter visitation to the stunning Southern Highlands and South Coast regions.

The winter campaign will run from now through to the end of August 2025.

The campaign will deliver high-quality inspirational content aimed at engaging our target audiences, encouraging them to explore our region and plan their perfect winter getaway

Featuring themes of Grand Experiences, Grand Nature, Grand Flavours, and Grand Stays, the broader campaign will showcase luxury get aways and activities across Wollongong, Shellharbour, Kiama, Shoalhaven, and the Southern Highlands.

We've created a SOUTHERN HIGHLAND specific library of image and video assets that showcase just some of the GRAND things to do this winter in our region.



HOW YOU CAN HELP

Let's be honest—when it comes to luxurious winter escapes, the Southern Highlands sets the benchmark. Now's the time to show it off.

As an Southern Highlands based business, you can assist to extend the reach and impact of the GO GRAND campaign. Destination Southern Highlands has created Toolkit library of specific imagery and video that showcases some our region's winter offerings that is SPECIFIC to the SOUTHERN HIGHLANDS. Within the Southern Highlands GO GRAND Toolkit, you'll find assets and resources designed to support your own marketing efforts for your business and the broader campaign.

Join the GO GRAND campaign by featuring the GO GRAND webpage in your business promotions and help highlight what makes our region a true winter standout. Inside, you'll find a range of campaign-aligned imagery and video content ready to download and share. Access the Southern Highlands GO GRAND Toolkit, curated exclusively with local assets:

[!\[\]\(cbe80b694ebd74fcfe136a095b608235_img.jpg\) GO GRAND Toolkit – Southern Highlands](#)



GET INVOLVED

Here's how you can get involved:

Post across your social media using the tags: #GoGRAND
#WinterEscape #SouthernHighlands #FeelNSW
#SeeAustralia plus your own business tag

Share campaign content with your e-newsletter subscribers

Publish an article on your website or refresh existing content with GO GRAND visuals and messaging

Make sure your business is listed and imagery updated on the www.visitsouthernhighlands.com.au website.

Make sure your business is on visitnsw.com by creating a free ATDW product listing.

Link your online booking software to your ATDW product listing so users can book directly through visitnsw.com

Get tips on promoting your experience or business through NSW First Program.



SOCIAL MEDIA ASSETS

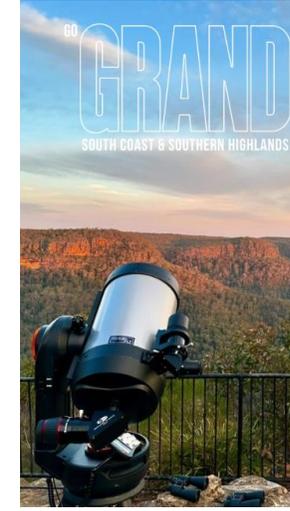
How to use: Share these posts across your social media platforms, either as provided or adapted to suit your tone of voice. Make sure your posts include a link to:

<https://www.visitsouthernhighlands.com.au/event/go-grand-this-winter/>

AND

<https://www.grandpacificdrive.com.au/grand/>

AND IMPORTANTLY: Ensure you include the hashtags supplied so that Destination NSW sees your post. And don't forget to tag your own business too.



Caption:

Ready for a short road trip filled with cosy fireplaces, hot tubs and vineyard stops?

This winter, Go GRAND in the Southern Highlands. It's closer than you think.

Only 90 minutes from the city, the Highlands is the ultimate winter escape filled with some of the best places to enjoy grand stays, grand experiences and grand flavours.

Plan here: www.visitsouthernhighlands.com.au or www.grandpacificdrive.com.au/grand
#GoGRAND #WinterEscape #SouthernHighlands #FeelNSW #SeeAustralia #gogrand

Caption:

This winter elevate your road trip.

Explore misty highlands, cosy fires, clear vistas, and soulful stops for an unforgettable short break. It's closer than you think.

Only 90 minutes from the city, the Highlands is the ultimate winter escape filled with some of the best places to enjoy grand stays, grand experiences and grand flavours.

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GRAND FLAVOURS

Showcase your winter menu offerings and wine pairings. Capture your chef creating their signature dish. Tempt us with your wine and spirits winter cocktail flambe. It just needs to be luxe and GRAND.

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OR

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Caption:
Fire feasts, hearty meals, red wine and luxury.

Enjoy a fireside meal, share good times with friends at one of our many cellar doors. Find out why everyone is Go-ing GRAND in the Southern Highlands this winter. It's closer than you think.

Only 90 minutes from the city, the Highlands is the ultimate winter escape filled with some of the best places to enjoy grand stays, grand experiences and grand flavours.

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Caption:
Charming villages, crackling fireplaces, cellar doors and sophisticated dining.

Degustation dining, high teas, fire feasts, award winning wines and distilleries. Go GRAND this winter in the Southern Highlands. It's closer than you think.

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GRAND STAYS

Focus on fireplaces, luxurious interiors and majestic exterior views as well as those little ‘extras’ that your venue offers that makes staying overnight in winter luxurious and GRAND.

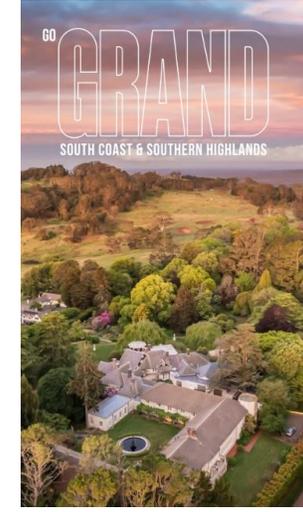
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Caption:

Curl up by the fire in luxe manor houses, charming cottages or boutique retreats.

Or embrace the outdoors in a hot tub. Go GRAND this winter with a stay that warms the heart. It's closer than you think.

Only 90 minutes from the city, the Highlands is the ultimate winter escape filled with some of the best places to enjoy grand stays, grand experiences and grand flavours.

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GRAND NATURE

Our region is filled with one photographic landscape after another – national parks, rolling green hills, livestock in the misty mornings, native wildlife, and a plethora of manured gardens. Capture our GRAND scenery.

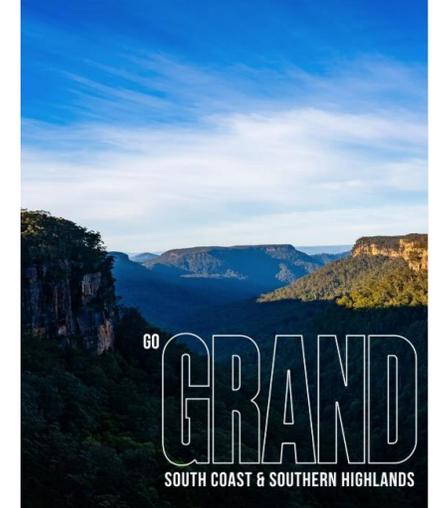
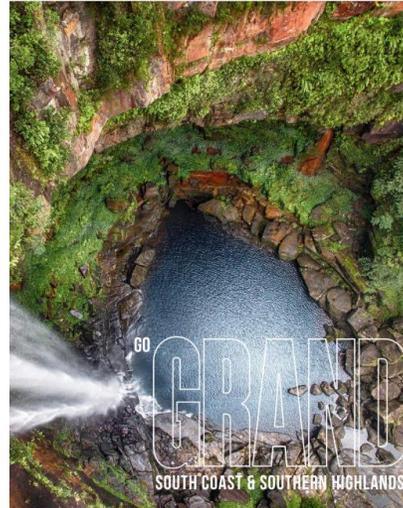
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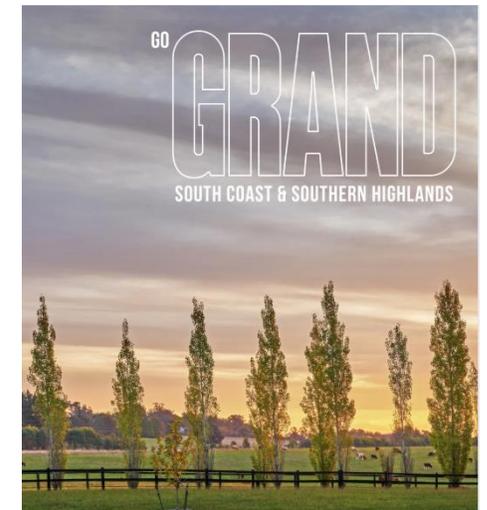
Caption:

Crisp clear days, misty morning hikes, waterfalls, vistas and rolling green hills.

And when the days ending, cosy next to a warm fire with a glass of red for an unforgettable short break. It's closer than you think.

Only 90 minutes from the city, the Highlands is the ultimate winter escape filled with some of the best places to enjoy grand stays, grand experiences and grand flavours.

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GRAND EXPERIENCES

Truffle hunting, cellar doors, bonfires and fireplaces, boutique shopping, markets, cooking classes, events are just a few of the GO GRAND immersive experiences the region offers in winter.

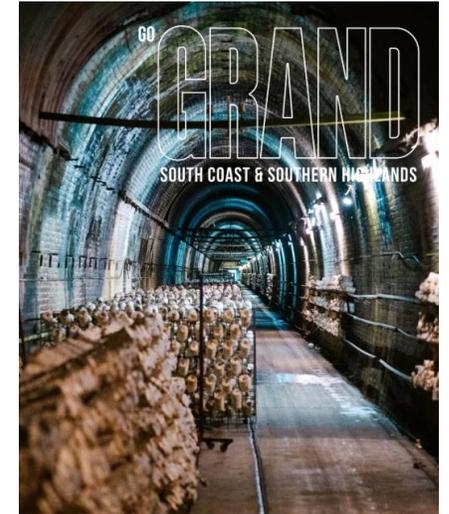
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Caption:
Winter means truffle hunting, fire festivals, boutique shopping and immersive experiences.

It's all here in the Southern Highlands.

Experience our crisp days and cool nights and let us keep you warm with our sophisticated country charm. It's closer than you think.

Only 90 minutes from the city, the Highlands is the ultimate winter escape filled with some of the best places to enjoy grand stays, grand experiences and grand flavours.

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DIY CAMPAIGN IMAGES

We know there's a wealth of outstanding GO GRAND imagery out there, which is why we're inviting you to submit NO MORE THAN TWO high-quality images or short videos (maximum 15 seconds) that align with the campaign's four key themes and showcase a premier product or experience. These may be considered for inclusion in the broader GO GRAND campaign.

Email to: destination@wsc.nsw.gov.au

Accepted imagery will be rebranded with the GO GRAND logo and returned to you for posting on your business social channels.

To ensure visual consistency and impact, please make sure your submission:

- Preserves the integrity of the campaign's graphic style
- Meets the standard of visual quality shown in the provided examples.

We're excited to see your best content that captures the essence of what it means to GO GRAND.

Your background image



File Name :
CampaignGraphic.png

- Ensure the campaign graphic is legible
- Best used on images that are not too detailed/busy
- Images are to represent premier product/ experiences
- Campaign graphic should take up a similar amount of space on the image as shown

Please Don't



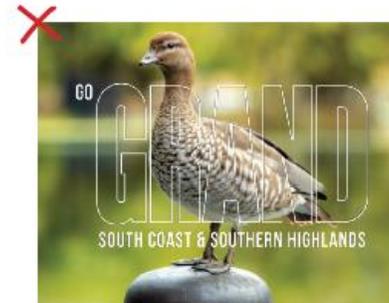
- Crop the Image



- Change the colour



- Rearrange the elements



- Use on an image that doesn't align with the Grand theme

Thank you for your valued support in helping launch and amplify the GO GRAND campaign. We're looking forward to a successful campaign that ultimately delivers greater visitation and economic benefit to our region during the winter period.

THANK YOU

