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CAMPAIGN OVERVIEW

NORTHERN TERRITORY

KEY MOMENTS

CAMPAIGN PERIOD

11 November 2026 – 25 April 2027

11 NOVEMBER 2026

Remembrance Day

Ministerial announcement

16 NOVEMBER 2026

National campaign launch

19 FEBRUARY 2027

85th Anniversary of the Bombing of Darwin

25 APRIL 2027

Anzac Day

NORTHERN TERRITORY

OVERVIEW

STRATEGIC OBJECTIVE:

Leverage the 85th anniversary of the Bombing of Darwin to position Darwin and the wider Northern Territory as a compelling military history destination, inspiring Australians to experience history where it happened.





WHAT:

An integrated domestic campaign, ***Bet you didn't know we had a war story like this***, showcasing the NT's wartime history and military tourism experiences, driving engagement and connecting travellers with operators through the AI military trip planner.

WHO:

The 'Curious Traveller' aged 25+ who seek to discover, learn and experience something different.

- **Core:** Travellers interested in military history and heritage.
- **Growth:** Culturally engaged travellers interested in discovering Australia's stories and history.

WHY:

UNCOVER THE NORTHERN TERRITORY'S WWII HISTORY.

The Northern Territory played a significant role in Australia's WWII history, yet many Australians remain unaware of its stories. The 85th anniversary of the Bombing of Darwin provides an opportunity to raise awareness, inspire Australians to visit historic sites across the Territory, explore more, stay longer and support local tourism operators.

NORTHERN TERRITORY

INTEGRATIONS

BRAND:

- **c:** Meta, YouTube, BVOD/SVOD
- **Press:** Herald Sun, Courier Mail, Australian War Memorial Magazine, Australian Geographic
- **Social:** Reddit, Meta (Instagram & Facebook)
- **Search:** Google Search
- **Direct Digital:** NewsCorp platforms
- **Lead Story:** 3 x content inclusions across the Lead Story network, including LG and Samsung native. Videos hosted by Stevie Jacobs
- **Out of Home advertising:** Including prominent city locations and RSLs

DIGITAL:

- Landing page northernterritory.com/military
- AI military Trip Planner
- Booking referrals to Tourism Central Australia and Tourism Top End

TRADE:

- Tripadvisor NT Military Experiences landing page and sale
- Holidays of Australia / NT Now military tourism packages

CONTENT & SOCIAL:

- Always on social media content throughout the campaign
- Military history itineraries for the Red Centre and Top End
- Dedicated military history articles and video content series
- New military history content captured across the Top End

PR ACTIVATION & EDITORIAL:

- Dedicated national PR activity leveraging the 85th anniversary of the Bombing of Darwin, to showcase the Territory's military tourism experiences and stories

INDUSTRY DEVELOPMENT:

- Alignment with military tourism product development, including new augmented reality experiences

NORTHERN TERRITORY

File Bombing of Darwin No.19/03/1942



CAMPAIGN CREATIVE

NORTHERN TERRITORY

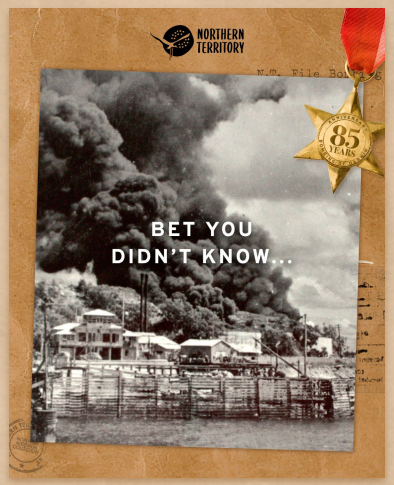
PRINT

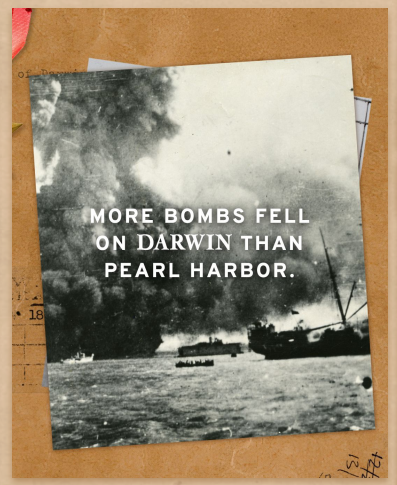


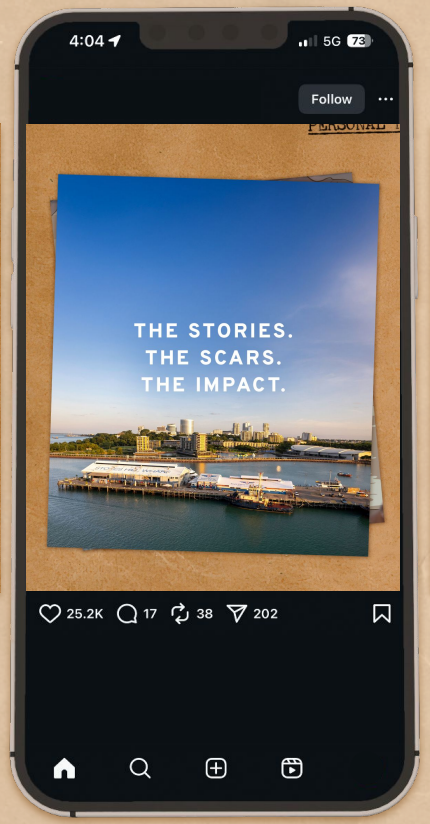
NORTHERN TERRITORY

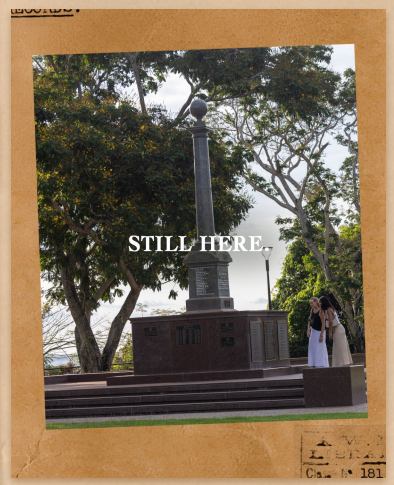
SOCIAL CAROUSEL

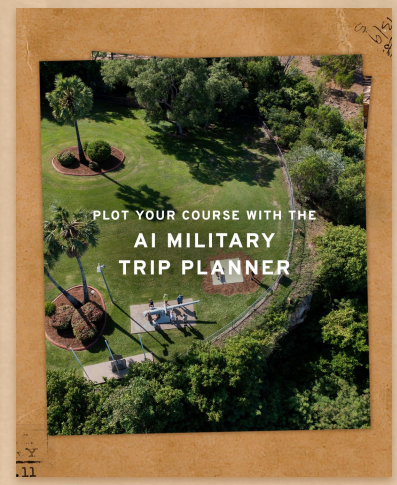
CONSIDERATION FOCUSED (WITH AI MILITARY TRIP PLANNER)

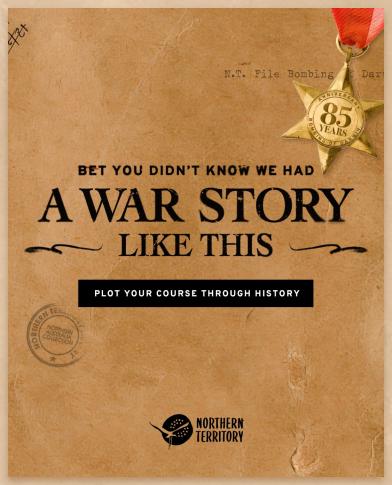












NORTHERN TERRITORY

SOCIAL STATICS





NORTHERN TERRITORY

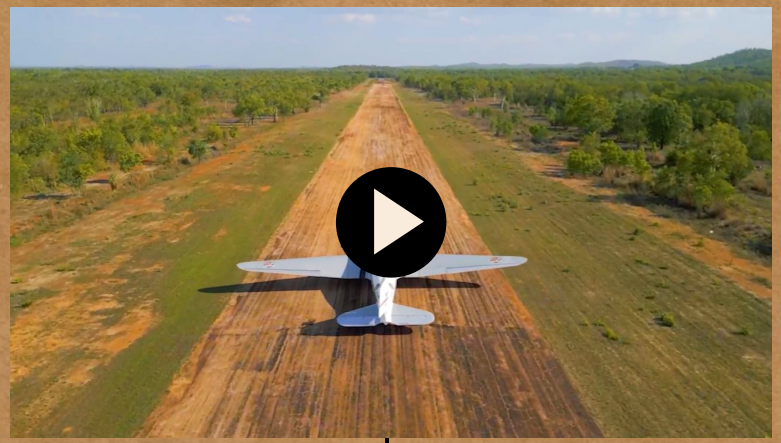
VIDEO CONTENT CREATION

- Lead Story 3 x video series with Stevie Jacobs



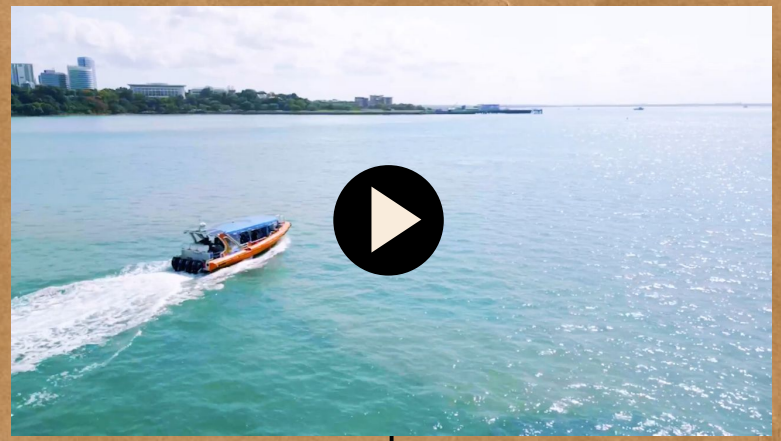
BY LAND

Featured Operators include:
Military Truck Tour, Darwin Military Museum, Spectacular Jumping Crocs, Adelaide River Pub and Pitch Black via ADF.



BY AIR

Featured Operators include:
Gooney Bird Adventures, Defence of Darwin experience with Jared Archibald (MAGNT), WWII Oil Tunnels, RFDS Experience, Stokes Hill Wharf.



BY SEA

Featured Operators include:
Sea Darwin Tours, Ski Club, Darwin Aviation Museum, RFDS Experience, Stokes Hill Wharf, Jared Archibald (MAGNT)

NORTHERN TERRITORY

PERSONAL RECORDS.

GET INVOLVED



NORTHERN TERRITORY

NORTHERN TERRITORY

UPDATE YOUR LISTING

Take advantage of the thousands of visitors that will visit northernterritory.com by ensuring your ATDW business listing is up to date.

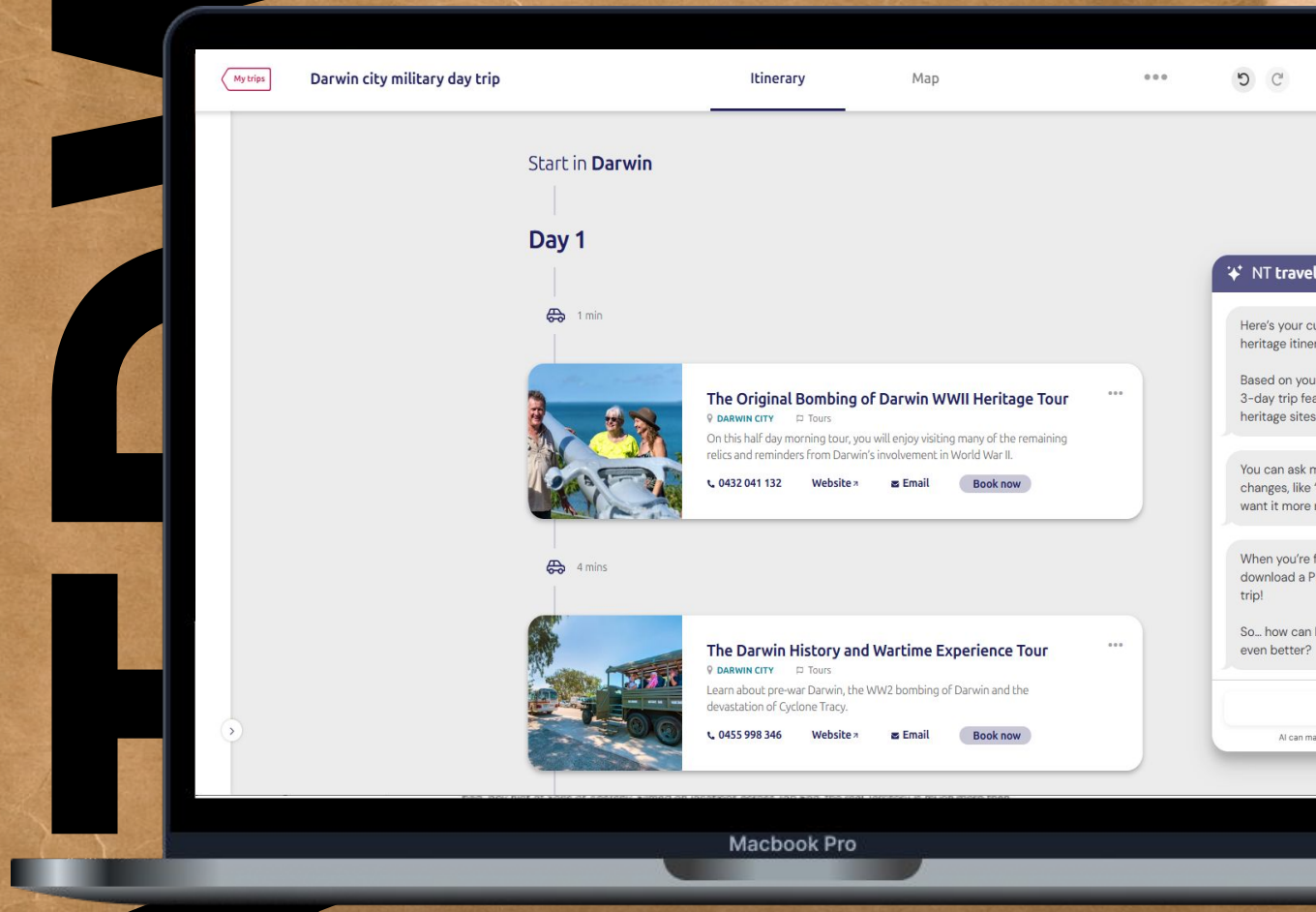
Your ATDW listing will appear via these pages on northernterritory.com:

- Military campaign **landing page**
- **Military history itineraries for the** Top End and Red Centre
- AI military trip planner

Ensure your images, business description, opening hours, dates and contact details are up to date.

For help with your ATDW listing please email support@atdw.com.au

UPDATE LISTING



USE THE CAMPAIGN ASSETS

- 85 Years Anniversary of the Bombing of Darwin Medal Icon
- Campaign Lockup

DOWNLOAD ASSETS



BET YOU DIDN'T KNOW WE HAD

A WAR STORY LIKE THIS

NORTHERN TERRITORY

GET SOCIAL

RE-SHARE OR TAG NORTHERN TERRITORY'S OFFICIAL SOCIAL ACCOUNTS WITH YOUR CONTENT (OR OURS).

Re-share **@NTAustralia**'s content on your channels – click the share button under the post.

Tag **@NTAustralia** in any new content you create and we might re-share it on our own channels – with hundreds of thousands of followers across social, it's an easy way to get your content out there.

Get creative! Share the wartime stories, historic sites and experiences that make your business unique, and inspire visitors to discover more of the Territory.

For archival footage or to access any history of Darwin for use in your own marketing activity, visit **NT Library & Archives – Territory Stories.**



NORTHERN TERRITORY

PERSONAL RECORDS.

