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## **MEDIA RELEASE**

### **Hindmarsh Shire “Unearth Amazing” Television and Facebook Campaign**

Hindmarsh Shire Council is excited to see the Hindmarsh Shire “Unearth Amazing” television commercial screening on Channel Nine affiliated stations in regional Victoria. Funded as part of the Victorian State Government’s COVID-recovery assistance program to support food and hospitality vendors to increase outdoor dining capacity, the advertisement highlights our townships and natural environment showing plenty of opportunity for eating local food in our parks and wide-open spaces.

The advertisement leverages off the Wimmera Mallee Tourism region-wide “Unearth Amazing” campaign which ran last year, and targets the family road-trip tourism market through following a young family driving through and explore Hindmarsh Shire.

The TV commercial and related Facebook campaign have been developed and managed by digital media company Aubrey and Areegra from our local region who had previously developed the successful “Unearth Amazing” branding and campaign for Wimmera Mallee Tourism. They bring a strong local understanding and appreciation of the Wimmera Mallee along with extensive digital marketing experience evident in the final product.

As post-COVID travel restrictions ease, and attractions and services adapt to operating in the new COVID-normal, there is a strong trend for cross-regional and Melbourne to regional travel. This current marketing campaign seeks to leverage off this and attract more visitors to our local towns, shops and food outlets. It will be running through March to Mid-April in the lead up to Easter and the school holidays.

Hindmarsh Shire Council Mayor, Ron Ismay said “Council thanks the Victorian State Government for this outdoor dining initiative. We are very excited to see Hindmarsh Shire looking so good on the television giving great exposure of our shire to visitors across greater regional Victoria, and we

believe it will assist in bringing more tourism dollars to help the recovery of food and hospitality businesses in our towns”.

For more information, please contact Jeff Woodward, Tourism and Economic Development Officer, on 03 5391 4444 or email [jwoodward@hindmarsh.vic.gov.au](mailto:jwoodward@hindmarsh.vic.gov.au).

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Greg Wood  
**Chief Executive Officer**