

Stories from the Heart | March 2025



# Love letters to *Alice* Industry toolkit





# National campaign

***Love Letters to Alice*** is the national campaign of the broader **Alice Springs: Stories from the Heart** project, celebrating the people, culture and landscapes that make Alice Springs unique.

At its heart is a video content series, featuring five ambassadors sharing their personal connections to the region. Through authentic storytelling, the campaign aims to inspire visitors and reinforce Alice Springs as a place of resilience, warmth, beauty and wonder.

Launching on **14 March 2025**, the campaign will be promoted through earned (publicity and PR), social & paid media, as well as trade partnerships to ensure widespread reach and engagement. Key activities include a national earned media launch, digital and social media amplification, out-of-home advertising, editorial features and trade partnership activations.

A dedicated landing page [www.northernterritory.com/love-to-alice](http://www.northernterritory.com/love-to-alice) hosts the Love Letters video series, travel inspiration and FAQs. Visitors can also submit their own Love Letters for a chance to win a trip to the Red Centre.



Standley Chasm, Alice Springs Region



A woman with short dark hair, smiling warmly at the camera. She is wearing a short-sleeved dress with a complex, colorful pattern in shades of brown, red, and white. She has small, round, brown earrings. The background is a blurred desert landscape with large, reddish-brown rock formations and some green shrubs under a clear blue sky. The lighting is bright and natural, suggesting daytime.

**A video series  
from the heart.**





# Love Letters to Alice video series

The campaign features five powerful Love Letters from ambassadors who share their deep personal connections to Alice Springs. These videos highlight the nature, culture, and community that make the region so special.

We encourage you to watch and share these videos with your networks.



[Watch Narelda →](#)

**Narelda Jacobs OAM**

Journalist and Presenter

*(National face of the campaign for earned media)*



[Watch Rayleen →](#)

**Rayleen Brown**

Business Owner & Culinary Trailblazer



[Watch Bill →](#)

**Bill Wilcox**

Tourism Operator & Advocate for Alice Springs



[Watch Rona →](#)

**Rona Glynn-McDonald**

Filmmaker, Musician & Activist



[Watch Will →](#)

**Will Palmer**

Cultural Tour Guide & Arrernte Storyteller





# The heart of the campaign

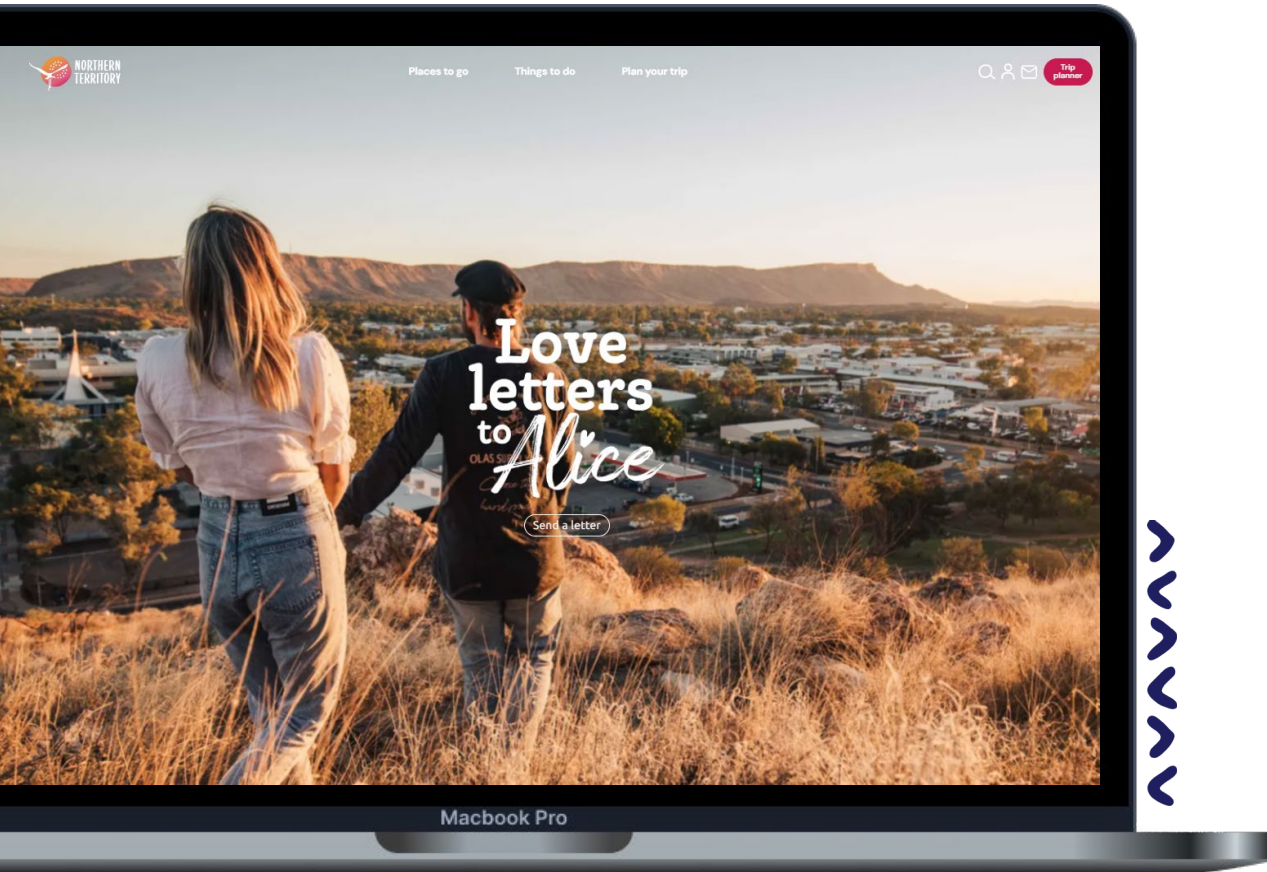
The Love Letters to Alice landing page  
[www.northernterritory.com/love-to-alice](http://www.northernterritory.com/love-to-alice)

This page serves as the **digital heart** of the campaign, bringing together the Love Letter videos, inspiration and opportunities for engagement.

## This interactive hub is where audiences can:

- **Watch the full Love Letters video series.** Featuring heartfelt stories from the Love Letters to Alice ambassadors. As well as learn about their connection to Alice Springs.
- **Read other people's Love Letters.** A collection of experiences shared by locals and visitors alike.
- **Submit their own Love Letter.** Encouraging public participation and sentiment-sharing.
- **Enter the competition.** Visitors can submit their own Love Letter to Alice for a chance to win a trip to the Red Centre.

By directing audiences to this page, we create a central space for storytelling, engagement and travel inspiration, reinforcing the positive narrative of Alice Springs.







# How to get involved

## ➤ Use the campaign imagery:

### 1. Make sure you're registered for the image gallery.

Visit [www.imagegallery.tourismnt.com.au](http://www.imagegallery.tourismnt.com.au) and login or create an account if you don't already have one.

### 2. Access Alice Springs specific imagery.

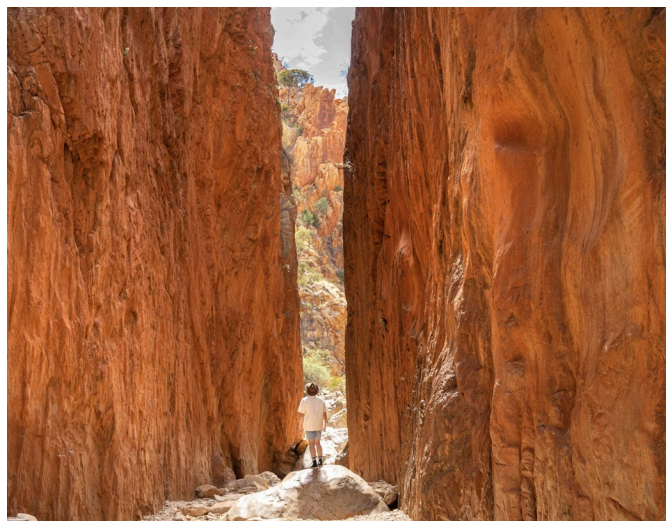
Or you can explore the full range of Tourism NT's videos and photos to use in your marketing. Just download any images or video files that catch your eye. *Access to images can only be granted to tourism operators. Image use is solely to promote tourism to the NT.*

Download images

## ➤ Get social:

### 3. Re-share the Love Letters videos or tag Northern Territory's official social accounts.

- Re-share **@NTAustralia's Love Letter's content** on your channels – click the share button under the post. @NTAustralia will be dropping videos weekly on Instagram and Facebook.
- Tag **@NTAustralia** in any new content you create and Tourism NT may be able to 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.







# How to get involved

## ➤ Add the landing page to your website

### 4. Share the landing page far and wide.

Add the digital heart of this campaign to your own website, send the website to your networks, encouraging your contacts to watch and share the campaign videos and read other Love Letters to Alice submitted by locals, operators and visitors alike.

[www.northernterritory.com/love-to-alice](http://www.northernterritory.com/love-to-alice)

## ➤ Write your own Love Letter to Alice:

### 5. Write a Love Letter to Alice and encourage your visitors to as well.

Help us bring the campaign to life, by sharing your personal connection to Alice Springs. Your love letter, whether a treasured memory, a story of pride, or an inspiring reflection, can help reshape perceptions and showcase the beauty, culture and people of the region.

Make it personal to your business. Share a favourite local tip, a special experience, or what makes Alice truly unique. Selected letters will be featured on the campaign web hub.

Encourage your visitors to write their own love letter to Alice – they will also have the chance to win a trip back to the Red Centre.

[www.northernterritory.com/love-to-alice](http://www.northernterritory.com/love-to-alice)







Love  
letters  
to  
*Alice*



# How to get involved



## Utilise the campaign assets

**6. Download the campaign assets for your own marketing material.**  
Utilise the creative assets associated with the Love Letters to Alice campaign to ensure a cohesive look and feel across additional promotional activity you choose to create.

Use our stamps and Love Letters to Alice logo on your own creations.

[Download assets](#)





# Key messages



As part of the wider *Alice Springs: Stories from the Heart* project, *Love Letters to Alice* draws on the key message pillars of the project.

We encourage you and your business to utilise these key messages in your promotions of Alice Springs.

## > Nature

> The natural wonders of Alice Springs and its surrounds in the Red Centre are a uniquely Australian experience, with something to offer everyone; adventures across wide open desert roads, discovering famous outback landscapes, swimming in natural waterholes and camping under the stars.

## Culture

Alice Springs is a vibrant community with a rich cultural heritage, offering opportunities for travellers to experience its thriving arts culture, learn about the important history of the iconic outback town and discover its unique food scene.

## Community

The local community is the beating heart of Alice Springs, its vibrance, eccentricity and resilience unmatched.



Simpsons Gap, Alice Springs Region



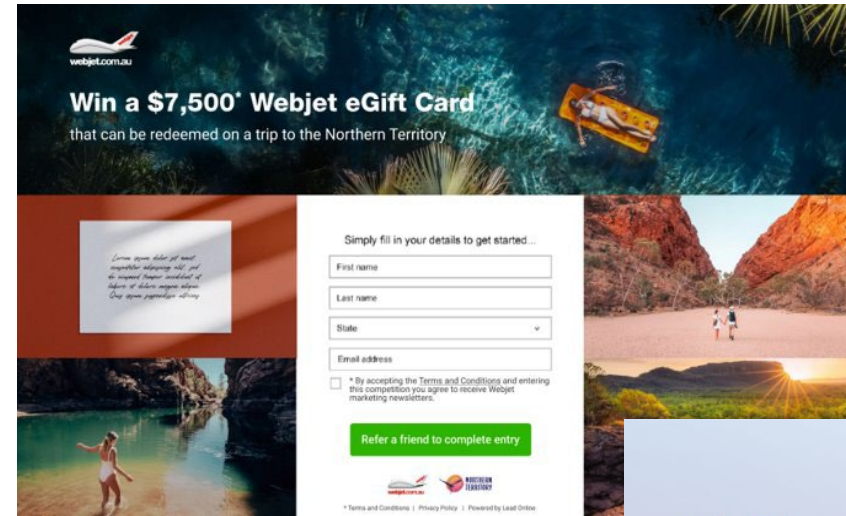
# Partner integrations

Throughout the campaign, our valued partners will showcase their love for Alice Springs through exciting competitions, dedicated landing pages, exclusive travel deals, and inspiring content. This will be amplified by a national paid marketing push, ensuring widespread reach and impact.

These activities will continue to roll out through to 30 June 2025, bringing fresh opportunities to spotlight Alice Springs as a must-visit destination.

Stay tuned for more updates as new and exciting partner initiatives launch.

[Watch Qantas Ad 'She's Alice' →](#)





# Love letters to *Alice*



*Dear Alice,*

*You are the kind of beauty that doesn't just catch the eye, you catch the heart. Your waterholes have held reflections for thousands of years, your desert air settles into skin, into soul, and once someone has known you, they are never the same. It's not just your ancient land that stays with them, it's your people too. Their warmth, their stories, their deep connection to you. And long after your visitors have gone, they still feel you - in the quiet pull of the Tjoritja / MacDonnell Ranges at dusk, in the memory of your golden light, in the way your strength endures through it all. Once someone has known you, Alice, you never let them go.*

*With love, always*

