

Do *more* you CAMPAIGN TOOLKIT



Overview

Rationale

The 2026 *Do More You* campaign is designed to encourage visitation during the shoulder season by showcasing the breadth of experiences available across the City of Stirling, while helping visitors connect with the experiences that matter most to them.

By highlighting specific experiences, locations and emotional outcomes, *Do More You* makes trip planning simple, inspiring and personally relevant.

Concept

Do More You is built on a simple idea: every visitor experiences the City differently. Rather than telling people what they should do, the campaign invites them to do more of what they love. It recognises that visitors are motivated by different interests, emotions and travel styles.

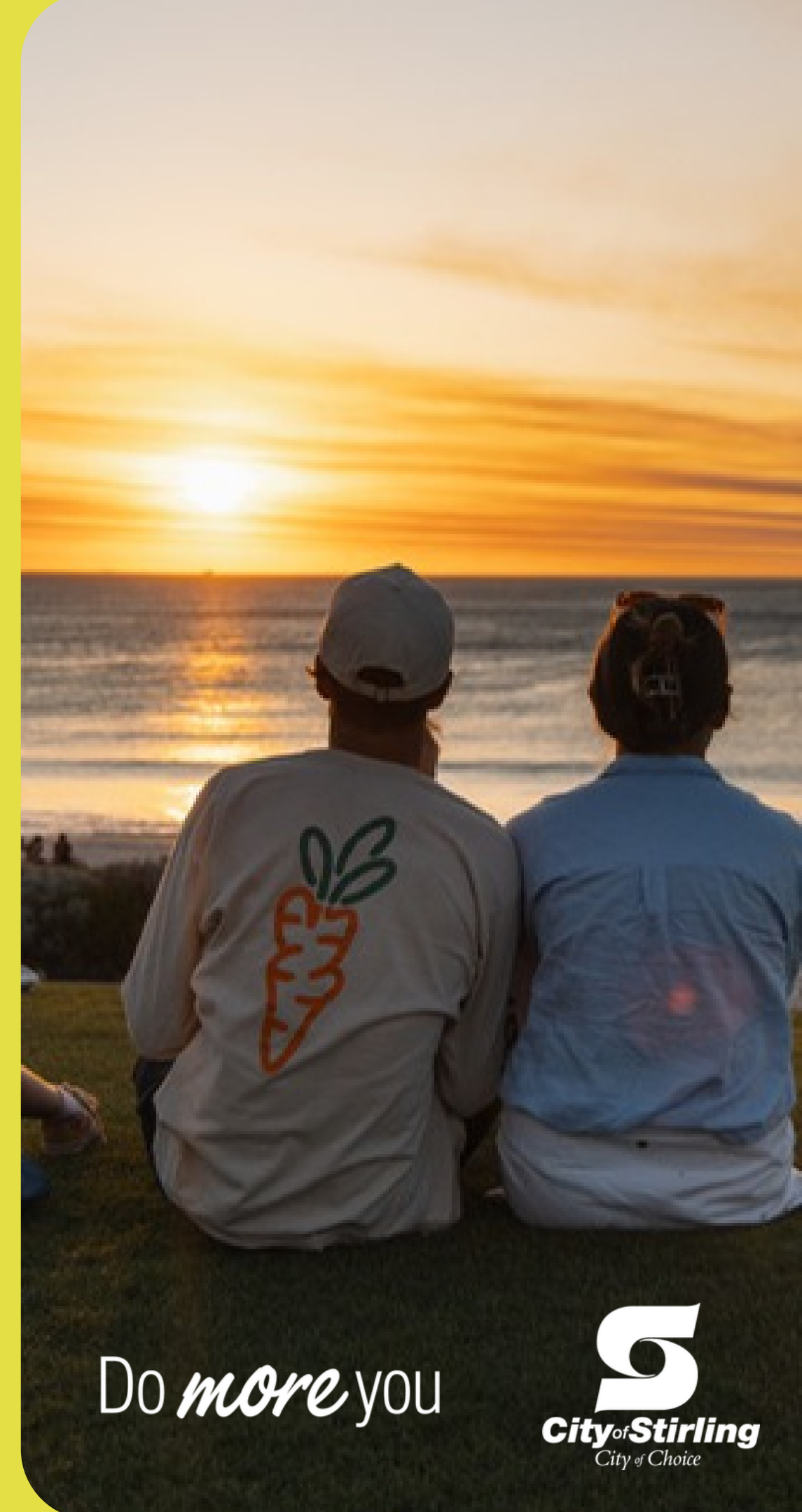


More ...

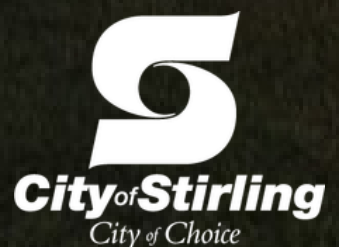
Do More You comes to life through a series of themed expressions that showcase the experiences and moments visitors are looking for most.

- More Flavour
- More Sunsets
- More Play
- More Vibes
- More Soul
- More Moments

Each expression can be used across content, itineraries, social media and business participation to help visitors discover more of what they love.



Do *more* you



Audience

Primary audience

- Perth metro locals (25–55 years)
- Seeking inspiration for short breaks, day trips and weekend experiences closer to home
- Includes couples, young families and social groups looking for easy, affordable and low-effort ways to make the most of their leisure time
- They are motivated by discovering something new, spending quality time with friends and family, and finding experiences that feel rewarding without requiring extensive planning.

Secondary audience

- Interstate and international visitors already in Perth for a holiday, visiting friends or relatives or attending a major event
- Seeking additional, accessible experiences across dining, beaches, retail, recreation and local experiences that can be easily incorporated into a broader Perth itinerary.



Do *more* you



Placements

The *Do More You* campaign will be delivered through a targeted mix of advertising, content partnerships and City-owned channels.

Out of home

Placements strategically aligned with major events and school holidays across:

- Large format ads at Perth Airport domestic arrivals
- Large format ads at Karrinyup Shopping Centre during the World Squash Masters.

Content partnerships

Campaign content and amplification through selected tourism and lifestyle partners, including:

- Destination Perth
- Perth is OK!
- Buggy Buddys.

City-owned channels

- Curated visitor itineraries and destination content
- Organic and paid social media content across City's digital channels
- City banners across key activity centres in spring



Do *more* you



Be part of *Do More You*

This year, we're inviting businesses to help bring the *Do More You* campaign to life.

Put more visitors in front of your business

Do More You is designed to inspire people to explore more of the City of Stirling during the shoulder season. By participating, your business can align with a destination-wide campaign that encourages visitors to discover new places, experiences and local favourites.

Benefits

- Gain exposure through a destination-wide tourism campaign
- Reach visitors actively planning things to see and do
- Align your business with City marketing activity
- Unlock opportunities for content and campaign partnerships
- Contribute to a stronger, more visible visitor destination



How to get involved

Got a great idea for how your business could bring *Do More You* to life? We'd love to hear it.

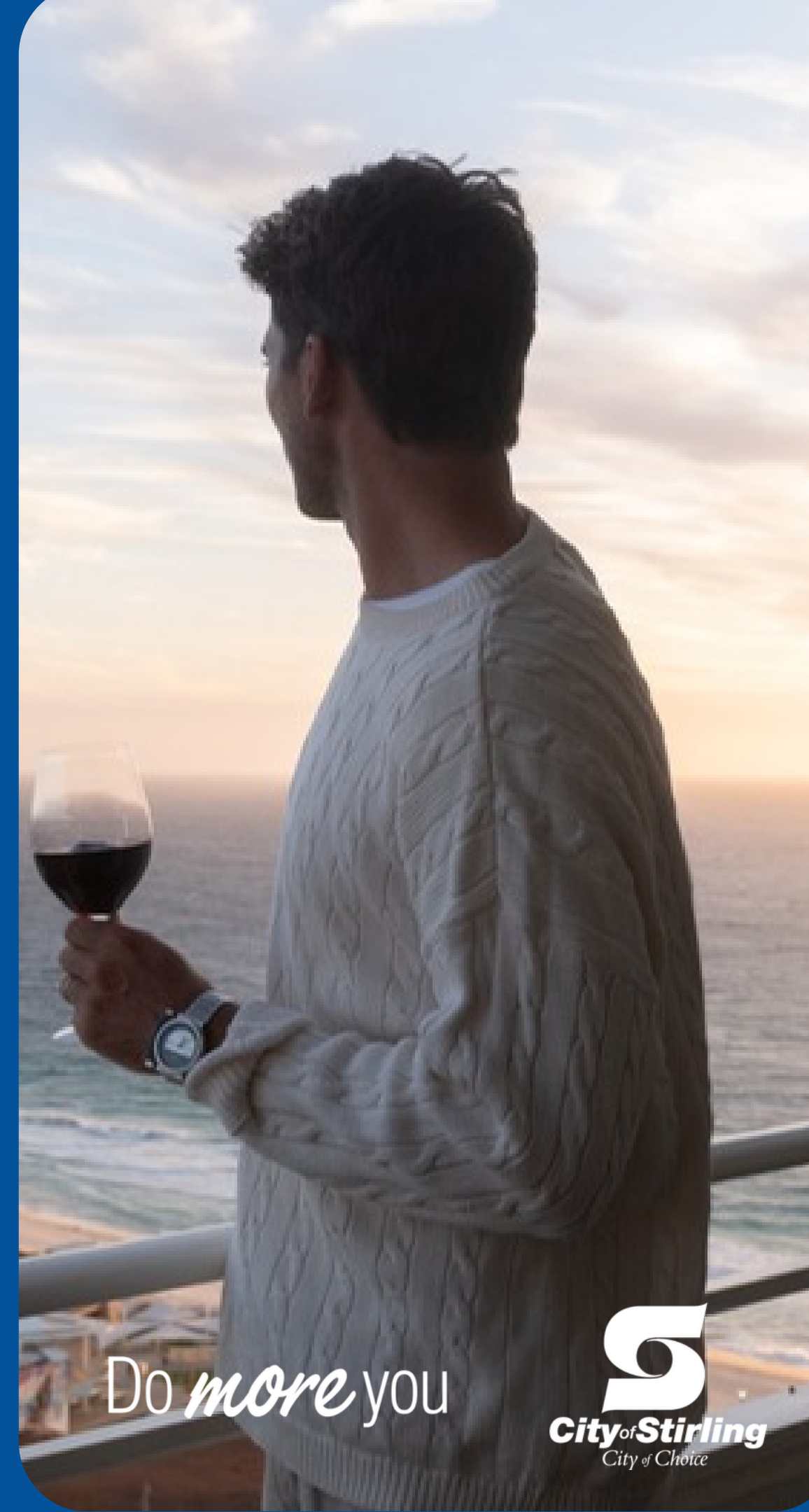
Partner opportunities

Potential opportunities include:

- Campaign photography and video shoots
- Destination content creation opportunities
- Co-funded promotional activity
- Inclusion in visitor itineraries and storytelling
- Additional amplification through City marketing channels

What could You pitch?

- New product or experience at your business eg. a family-friendly bundle, a sunset package etc
- An event or seasonal offering eg. a Sunday Roast series, school holiday activity etc
- A new partnership or collaboration between 2+ businesses eg. a wellness business with a cafe



Do *more* you

Your business could be featured in ...

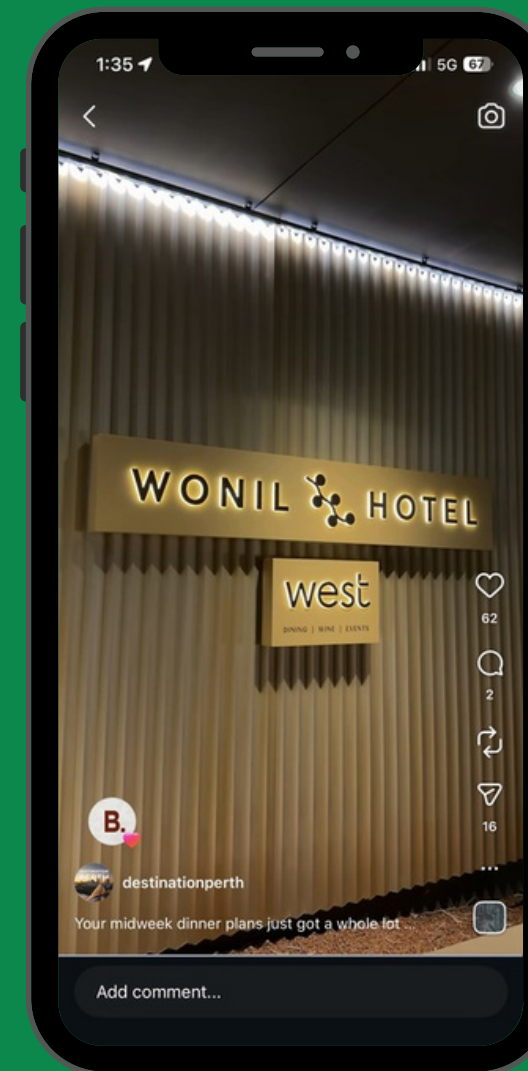
Visitor Itineraries



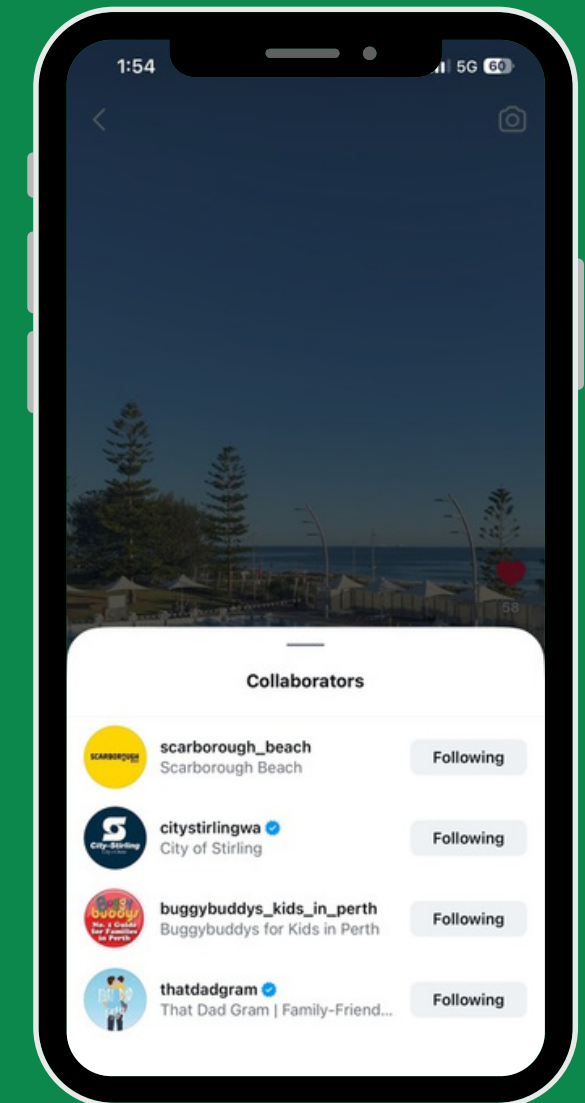
Campaign Content



Content Partnerships



Amplification



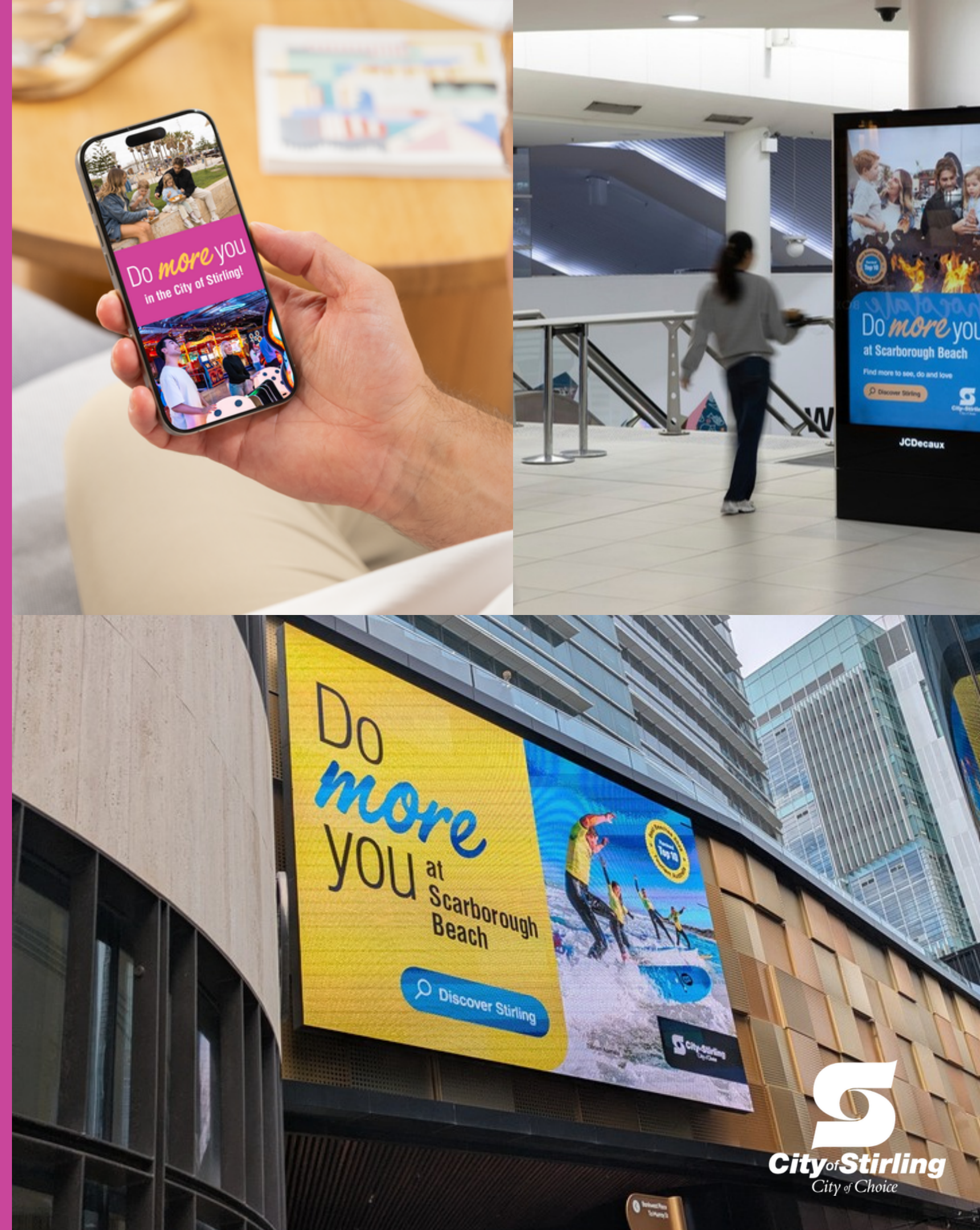
Ready to *Do More You?*

Get in touch

Whether you have a campaign idea ready to go or simply want to explore ways to get involved, we'd love to hear from you.

Reach out to the Economic Development and Tourism team by Friday 8 August via the link below.

[Email the team!](#)



Do *more* you

an *more* flavour *more* soul *more* sunsets *more* vibes *m*
more play *more* moments *more* calm *more* family fun