



A SMALL BUSINESS STORY

Katherine Outback Experience

Katherine, Northern Territory

ADAPTING TO CHANGE AND CREATING JOBS

With a focus on events and shows, Katherine Outback Experience shines a light on the great Australian rural lifestyle. When borders closed and restrictions were placed on public gatherings, they got creative and managed their transition through Facebook. It was such a success, they had to take on six new team members.

Katherine Outback Experience is a business built on passion. It showcases life in the Australian outback through exhilarating live performances, horse and working dog demonstrations, and the chance for kids to learn more about the land as they camp out under the stars.

The show must go on.

2020 meant the shows were off, international visitors had all but vanished, but the team began some new offerings aimed at local audiences, including horse riding experiences, and farm therapy.

Having fought hard to bring their dream to life, owners Tom and Annabel Curtain weren't going down without a fight. They began using Facebook and Instagram to raise the profile of the business and reach out to a younger audience. Local people embraced the chance to watch stories from the team. Posts, regular updates and live videos broadcast from the farm, resulted in a growing local following which soon translated into increased ticket sales.

The tourism industry has always been vulnerable to what's happening in the wider world and 2020 has been no different. The most successful operators know the importance of adaptability. So when Tourism NT launched their voucher scheme to encourage visits, Katherine Outback Experience were ready to go, with a strong online community, bespoke landing page and a targeted Facebook advertising campaign. The new experiences were an instant hit, and as a result, they were able to hire six new team members.

Learn more at australia.fb.com

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new employees hired off the back of the growth they experienced with the help of Facebook.