

THE MONA SUTRA

A FILTHY GUIDE TO BECOMING A 2019/20 MONA INDUSTRY PARTNER



MUSEUM OF OLD
AND NEW ART

SOME FILTHY BACKGROUND INFO

Mona has a section on our website designed specifically for Tasmanian businesses to showcase their wares to Mona's website visitors. We call it our 'Industry Partners' page—and it's curated to feature only the very best Tassie has to offer. This filthy guide is basically us flirting with you to see if you're interested in being part of it (for a year, at least). But first, some background.

It all kicked off in 2012 when we asked industry to get in bed with us. To experiment a little. The pitch was simple—we'd try and lure as many visitors to the Mona website as we could (with our exhibitions and general nonsense), and while they were in the mood we'd drive them into the arms of our industry partners. Together, we said, we'll show all our visitors a good time.

Did this indecent proposal work? Of course it did—together we've made beautiful revenue-making music. Over 1 million people now visit the Mona website every year, and often at the start of their Tassie planning. Which has meant our industry partners have been perfectly positioned to help visitors deepen their Tassie experience, beyond just Mona.

In 2019, 70% of all Mona visitors are now from interstate. That's 279,590 high-yield visitors needing accommodation, tour ideas, booze, food, travel suggestions, cruises, day trips; you name it. In other words, that's 279,590 visitors that should totally be getting into bed with our Tassie industry partners. Want to join them?

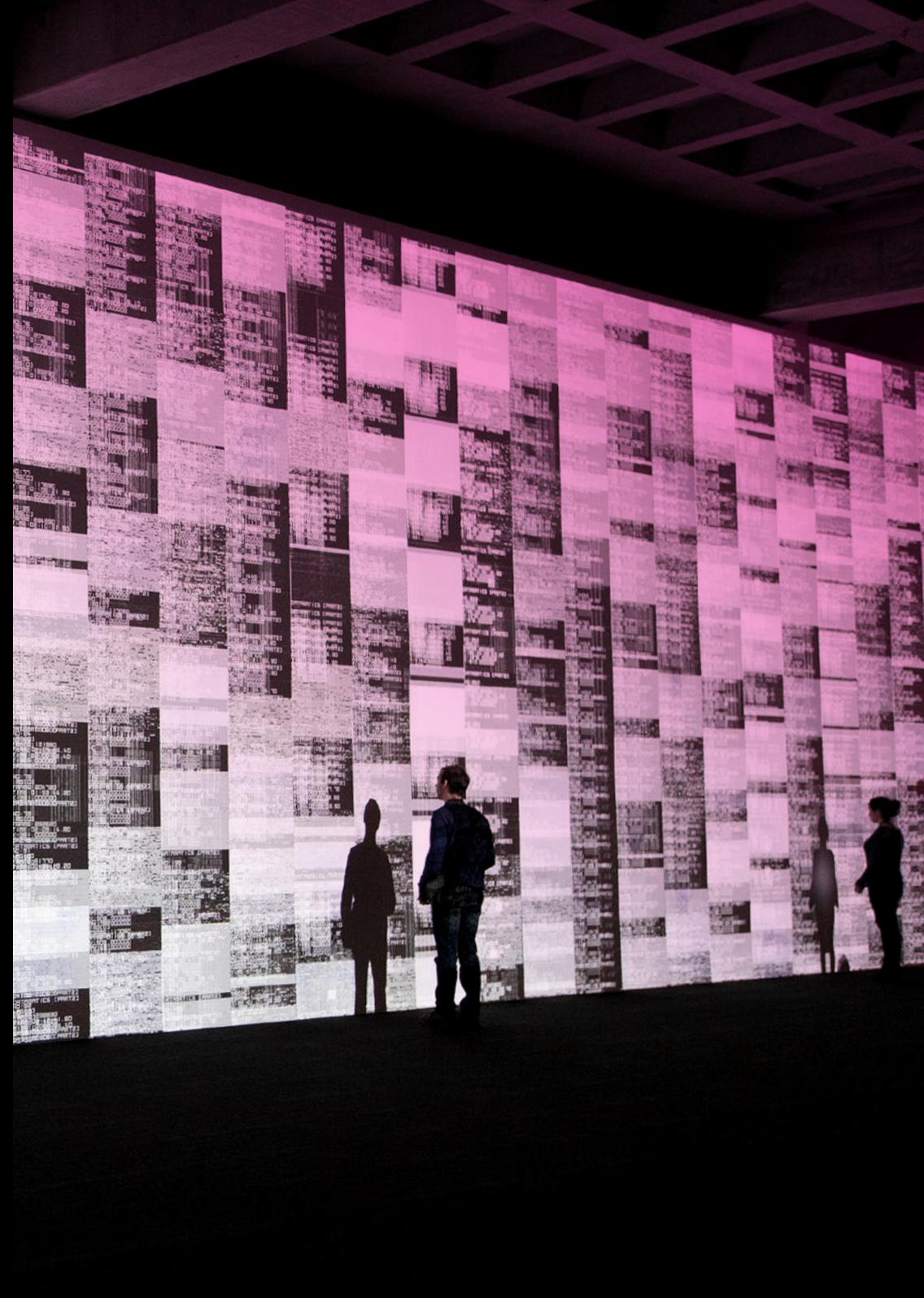


LET'S TALK FILTHY DIGITS. WEBSITE DIGITS

Everybody loves numbers. You do, we do, and our boss sure does (Walshie's done okay out of numbers, you might have heard). So here we are. In 2018, our website—and by extension, our partners—received the following attention:

- 3,911,778 page views
- 714,108 users
- 54,915 'Stay' page views
- 45,541 combined views of our 'Tasmanian Accommodation' and 'Tasmanian Experience' pages
- 17% of all traffic to the Mona website has been from international users, while 80% of the remaining traffic has come from users outside of Tasmania (which is to say, the mainland)

But while we love these numbers, we'd like to make them bigger. Much bigger. To do that, we're making some changes.



A FEW FILTHY TWEAKS

The key to any healthy relationship is keeping things fresh and spicy.

A lot has changed since our Industry Partners program launched in 2012. For a start, Mona's gotten bigger. A lot bigger. We've added a little winter festival, opened restaurants, built ferries, installed a lot of art, built a new wing to the museum, moved a festival to Launceston, and we're planning on building a bunch of stuff (a hotel, casino, caravan park—the usual). It's fair to say our profile has never been higher. Mona has changed a lot

In that spirit we're spicing up our Industry partners program as well. This year we're implementing a bunch of strategies to help push our partners into the spotlight and play an even greater part in visitors' Tassie planning process.

- This includes a major campaign to further increase traffic to the Mona website
- Increased social activity
- Increased PR activity
- Further optimisation within the Mona website to redirect visitors to our partners
- Increased SEO investment, and the creation of a suite of assets that will help you leverage our relationship on your own channels
- Plus we'll be giving our industry partners increased prominence in other Mona channels, including on our eDMS

It's all part of our strategy to make sure our partners are as top of mind and visible as possible when visitors are planning their Tassie trip.

Sound good Are you in yet?

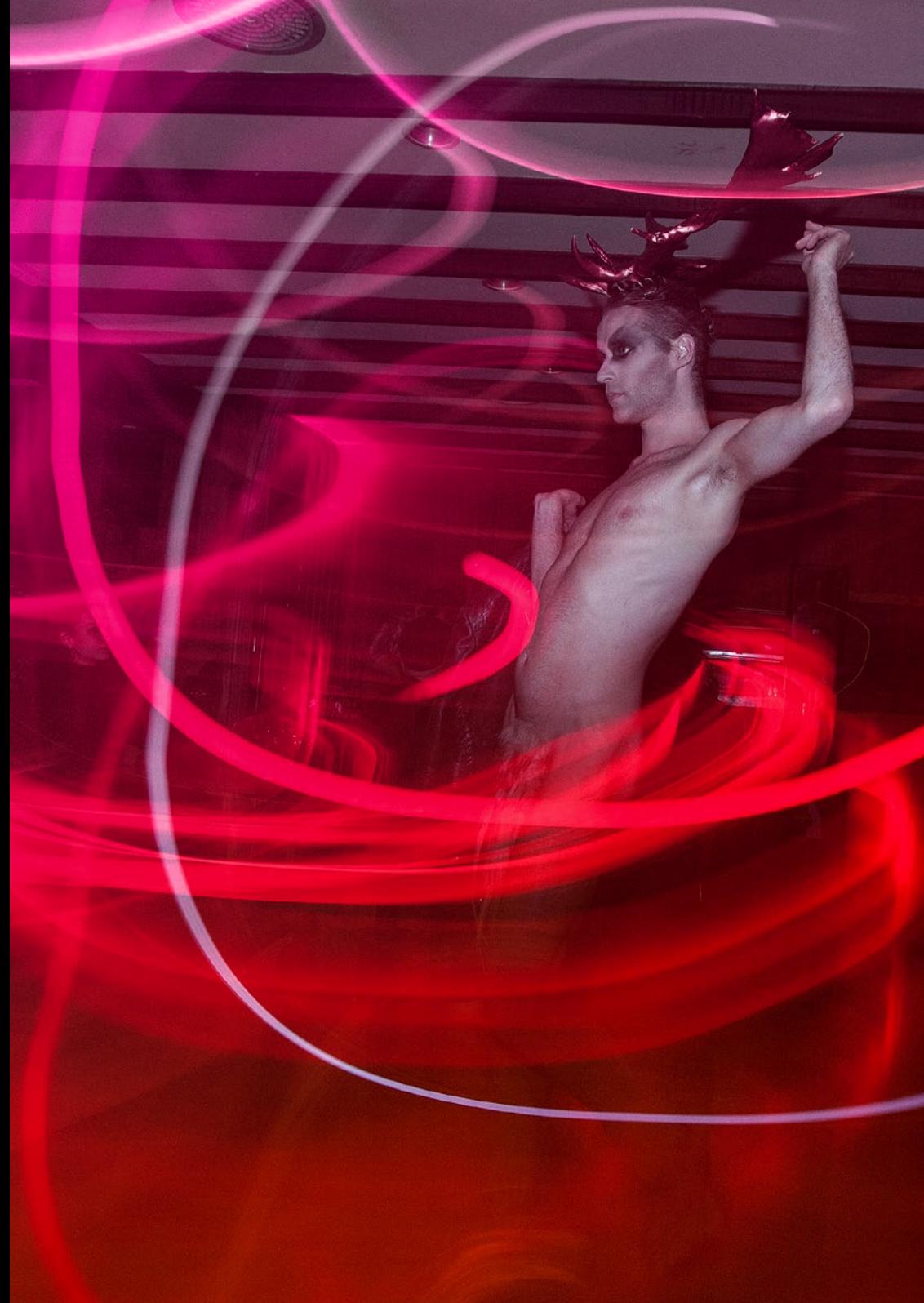


A LIST OF WHAT YOU GET (IT'S FILTHY)

We just want you to be happy. As a partner of our 2019 campaign, you'll get your own page on the Mona website with a Mona URL (such as mona.net.au/stay/tasmanian-accommodation/the-old-woolstore) that packages up:

Your listing includes:

- A detailed listing of your property or offering written by one of our in-house writers, which will appear on its own thoroughly stylish page in the 'Stay' section of the Mona website—either under 'Tasmanian Accommodation' or 'Tasmanian Experiences'*
- Increased SEO (more search words than you can poke a stick at!)
- A secondary sharing URL, such as mona.net.au/the-old-woolstore, that's way prettier than the primary URL and perfect for marketing
- A map showing your businesses proximity to Mona and Brooke Street Pier (that's where our ferry terminal is)
- A direct link to your businesses website



A LIST OF WHAT YOU GET (IT'S FILTHY) Continued

And other fab perks, including:

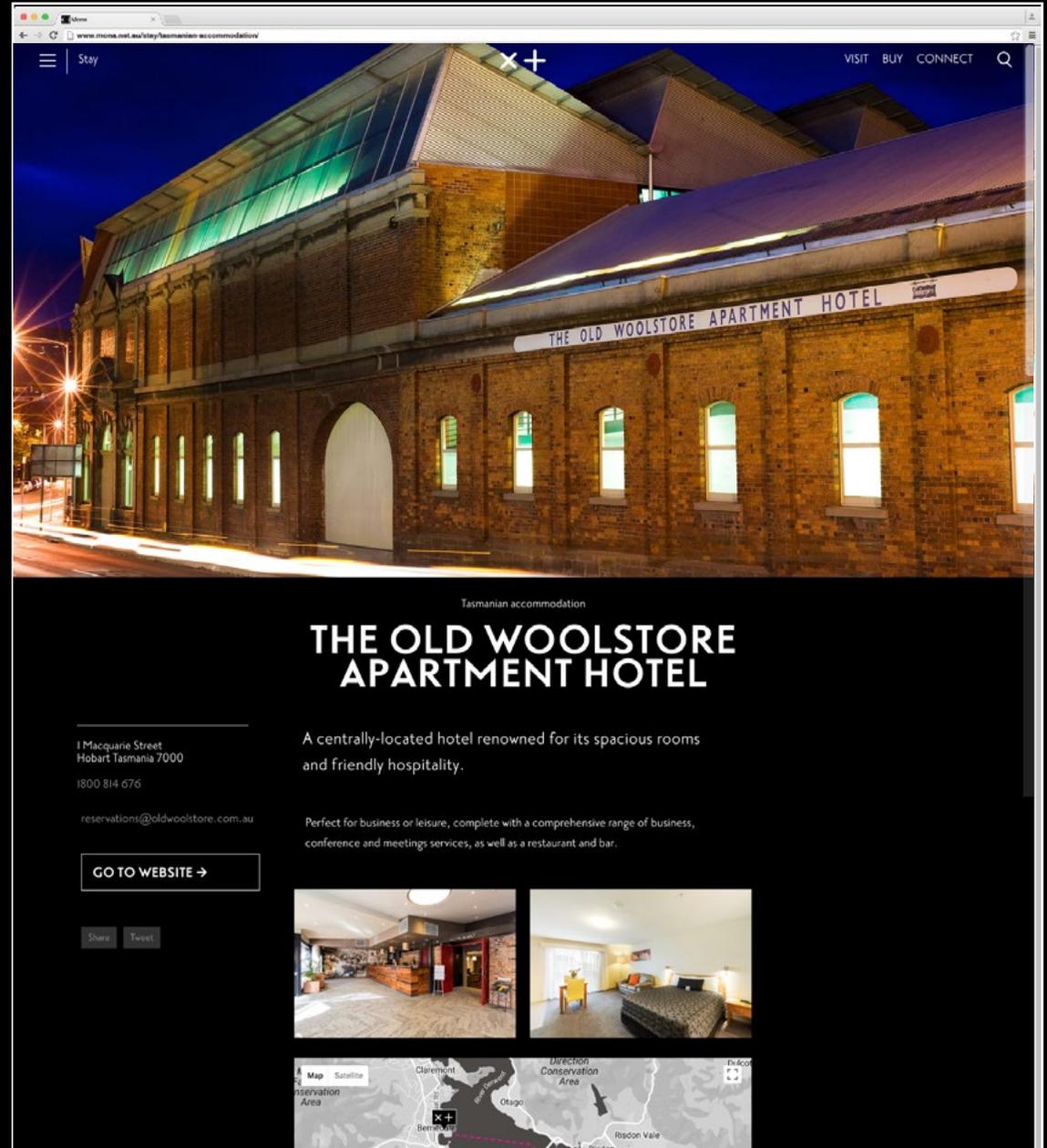
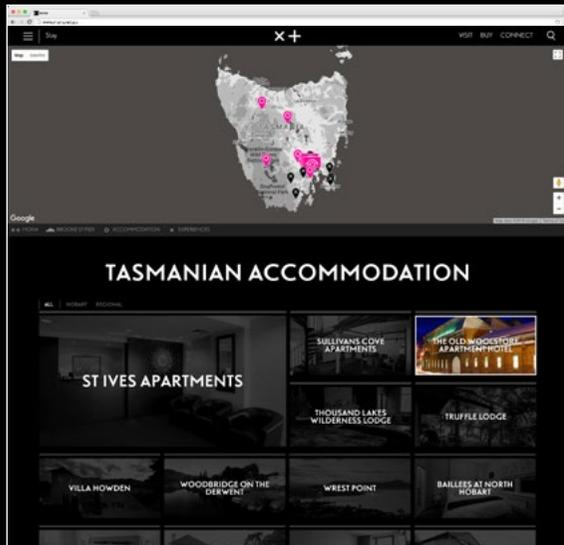
- Exclusive access to sell museum entry tickets at the discounted price of \$22.40 adult and \$20 concession (inc. GST), with a retail value of \$28 adult and \$25 concession (inc. GST) until the end of the campaign period

Museum entry fees are subject to change without notice. In the case of a change to museum pricing during the campaign period all unused tickets will no longer be valid and partners will need to please contact bookings@mona.net to place a new order. All unsold entry tickets will be refunded.
- Regular opportunities to update your Mona web listing
- Custom dashboard tracking so you can check in on your page's stats whenever you want
- Six free Moorilla winery or Moo Brew brewery tour vouchers to offer to your customers (or to treat yourself with)

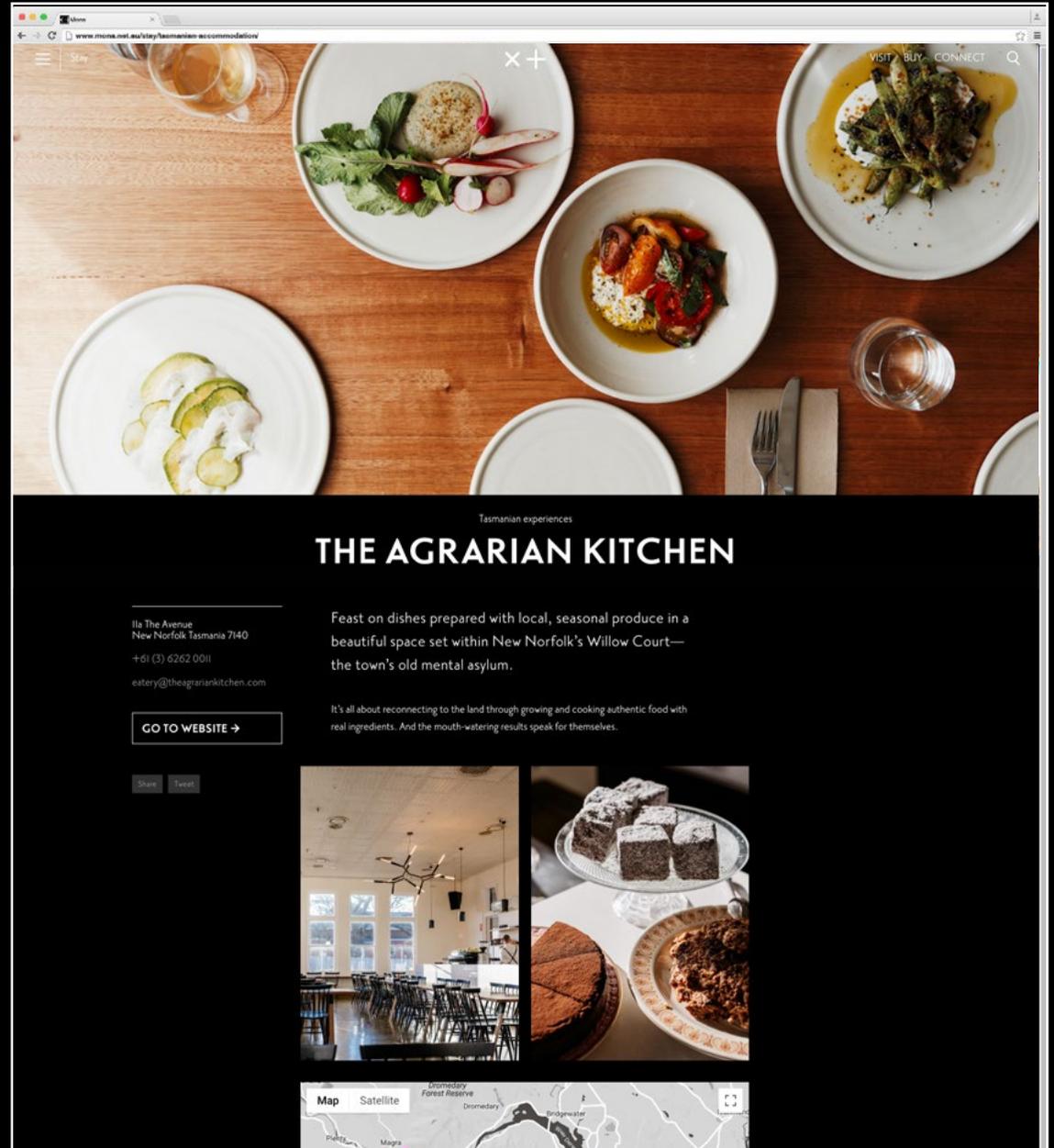
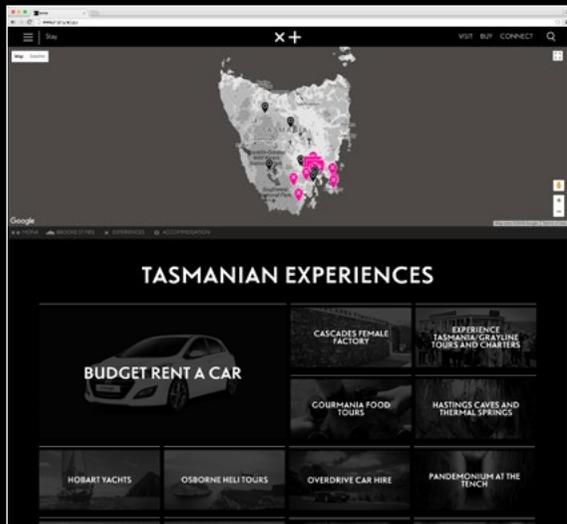
*Unfortunately Mona cannot guarantee a certain number of page views for your listing. We appreciate your understanding. Soz.



HOW YOU'LL LOOK ON OUR FILTHY WEBSITE



ANOTHER EXAMPLE



MONA.NET.AU

MONA

CASCADES FEMALE FACTORY(17 Oct 16 - 30 Jan 18)

Mona Site Overview

Sessions 1,218,339	Users 808,322	Unique Page Views 3,452,313
Stay Section Unique Page Views 280,475	Accommodation Section Unique Page Views 28,711	Experiences Section Unique Page Views 29,567

Top User Locations
(by sessions)

Melbourne	503,837
Sydney	174,574
Hobart	155,294
Launceston	54,216
Brisbane	51,767

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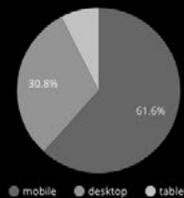
Partner Page Overview

Unique Page Views 2,355	Go To Website Clicks 474
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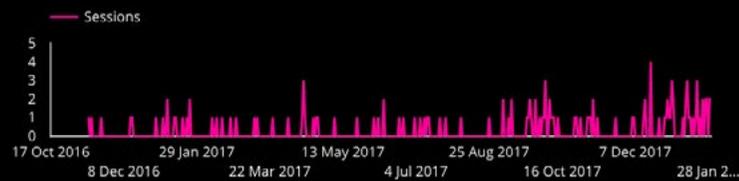
Bounce Rate 28.13%

Avg. Time on Page 00:01:14

Sessions by Device Type



Sessions by Day



Top User Locations (by sessions)

Perth	41
Melbourne	34
Sydney	26
Hobart	15
Adelaide	11

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GET READY FOR MONA'S BIGGEST YEAR EVER (AND BY BIGGEST, WE CLEARLY MEAN FILTHIEST)

So many things to try, so little time: we've got heaps of stuff happening this year, which our campaign will be highlighting to entice interstate and international visitors to the island. So it's fair to say we're expecting website traffic to grow as well.

EXHIBITIONS AND ARTWORKS

It's a busy year ahead for the museum. Our major exhibition for 2018, ZERO, has just finished, but we've got plenty more lined up:

Simon Denny, Mine

8 June 2019–13 April 2020

Journey underground as Mona plays mineshaft in this new exhibition, revolving around mining, data collection, and augmented reality. The artist's biggest show yet.

Eat The Problem

13 April–2 September

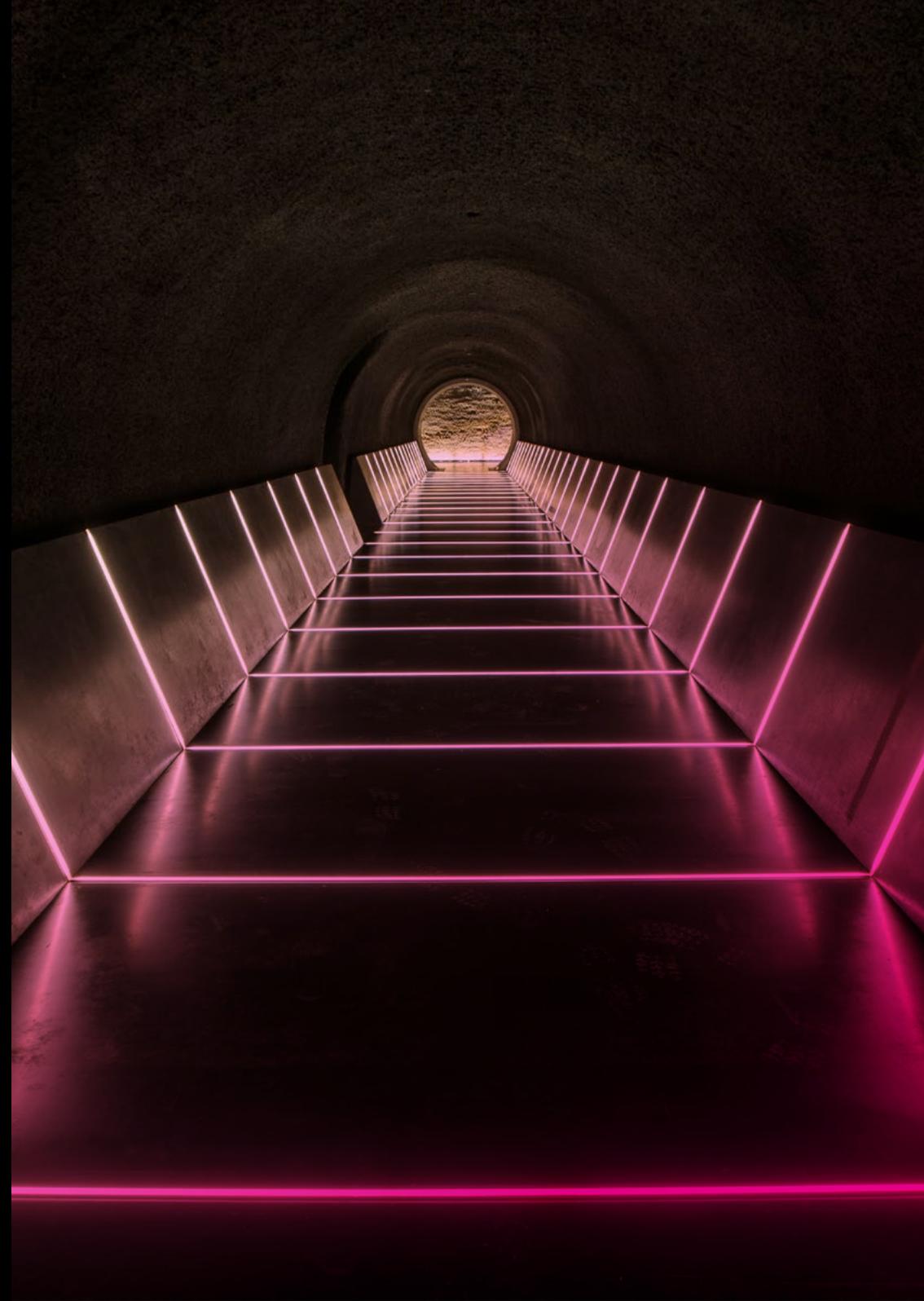
Invasive species: ecological nightmare, or delicious feast? This is the culmination of Kirsha Kaechele's lifelong quest to turn flaws into features, shit into gold. She's made some progress, in the form of a gobsmackingly deluxe volume—and the exhibition, feasts, performances and treatments that accompany its launch. A series of these feasts will run throughout Dark Mofo.

Gorillas In Our Midst

A series of experiments and artworks at Mona, in collaboration with cognitive psychologists Dan Simons and Christopher Chabris. Step into the space between the way your mind works, and the way you think it works. And mind the gorillas.

Siloam

A \$25 million extension to the museum. Or as David describes it: A tunnel no-one wanted that takes you somewhere you didn't want to go. With works by Ai Weiwei, Alfredo Jaar, Oliver Beer, and Christopher Townsend.



Dark Mofo

6–23 June

Within a forest dark: our winter festival returns this June with strange dreams and restless nights, including major new art and music precincts, Dark + Dangerous Thoughts, Night Mass, the Winter Feast, the Nude Solstice Swim and more. Go to darkmofo.net.au for tickets and info.

Mona Foma

17–19 January

Fresh from its inaugural year in Launceston, where we saw 36% of all ticket holders come from interstate or overseas, Mona Foma will be back in the north in 2020, blazing another lurid trail for people to follow to our great state.



WE KEPT THE FILTHY PRICE 'TIL LAST

Our new campaign will run from 24 June 2019–24 June 2020. Payment is required in advance, by 7 June along with the information for your website listing.

Hobart Accommodation Provider

DST member	\$3,500
Non-member	\$4,000

Regional Accommodation Provider

DST member	\$2,000
Non-member	\$2,500

Tourism Attraction Operator

DST member	\$2,500
Non-member	\$3,000

All prices exclude GST.

Operators wishing to list more than one business receives further bookings at a 50% discount.

Includes a twelve month online listing and access to purchase wholesale Mona entry tickets.

Please complete the online sign up form before Friday 7 June.

How do I shack up with Mona?

It's simple. Complete the easy online sign up form before 7 June and let's get together.

Sign up here: southerntasmania.com.au/mona/
Contact: marketing@southerntasmania.com.au

Please note: Mona reserves the right to cancel all website listings and remove them from the Mona website without notice if Mona deems a business is engaging in unlawful or unconscionable behaviour. Mona wholesale entry tickets must be sold only in conjunction with the business registered in the campaign. Access to entry tickets will be revoked without notice if the ticketing process is being abused or if tickets are sold beyond the business's direct customers. Mona reserves the right to decline any operators who are in direct competition with any of their business units and hopes you'll be understanding of any conflicts.





THE END

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AND NEW ART