



Action Project Reference: 49-01

Organisation: Namosi Eco Retreat



Action Project Proposal:

“Create a Content Plan”

Who Are Namosi Eco Retreat?

Namosi Eco Retreat is a micro business that opened in 2016, they offer an “unplugged” experience so visitors get the chance to get back to basics of life (no electronic equipment except a solar-powered emergency phone and lighting).

Namosi Eco Retreat offers many retreat activities, the opportunity to eat locally harvested crops and authentic Fijian meals, and sleep in traditionally handcrafted Fijian Bures (huts) perched on the edge of the crystal-clear Luva River.

The remote location in the Namosi highlands (only 1.5-2 hours from Suva) is surrounded by misty mountains and the Luva River. The retreat is a reconstructed, traditional village comprising 10 authentic-style Fijian Bures and the large dining hall (Valenikana), all handcrafted by local people using Fijian building methods and materials.

Mission:

Our mission is to bring tourism up to the Interior of Fiji, and also showcase the beauty of the interior while protecting our culture and land.

Long Term Aims & Vision:

Our key aims are:

- To expand, to preserve our environment, providing more employment to the villages.

- To promote the interior of Fiji as a top tourism destination.

Current Challenges:

At Namosi Eco Retreat we face a variety of challenges that limit our growth as an organisation. The most notable of these are: accessibility, location, access to markets, difficulty finding donors and unfavourable weather conditions.

Further Information:

We would love the intern working on this project to consider the following areas within our content creation project:

- a. Marketing Materials
- b. Social Media Strategy / Content
- c. Branding Ideas
- d. Website Content

Interns may choose to focus more on certain aspects of the overall content strategy, or could divide their time equally between these areas.

Key Research & Discussion Areas:

You may wish to consider the following areas, though, do not feel limited by these suggestions. We encourage you to incorporate your own ideas!

Plan and deliver ...

- What is the purpose of each piece of content? Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)
- What marketing materials would work best for Namosi Eco Retreat?
- Assess Namosi's branding, what's good and what could be improved? Look at other organisations for inspiration. Tip: see Branding section in the Skills Series under Marketing.
- What social media sites do Namosi use?
 - How would this affect the type of content you create?
 - Are there other social media platforms you'd suggest they use?
- How have similar organisations created their social media/websites/marketing content?
 - Consider different organisations in the same market and look at a range of social media sites.
 - What worked well?
 - How could you improve them?

Create content ...

- How can you ensure that the content will be accessible and reach a wide demographic?
- What have other organisations done?
 - How might your approach vary in appealing to different demographics?
 - What makes a successful social media campaign in Fiji?
- What platforms are utilised effectively for advertising in Fiji?
- What will you use to create content? Powerpoint, Canva, Photoshop?
- How will you ensure that the campaign is sustainable in the long-term?
 - Can you make your resources easily editable for staff at Namosi Eco Retreat?

Barriers to success ...

- What barriers are there to the planning and delivery of your content plan? How could these be overcome?
 - Can you find any examples of how other organisations have overcome similar issues?
 - Try making a list of predicted barriers and suggest solutions to overcome them.

Evaluate ...

- Come back to your original aim - has your content plan achieved the original purpose?
- What method of evaluation will you recommend to evaluate the success of the campaign? (Social media targets?)
- How will you ensure staff at Namosi Eco understand how to use and implement your project?

Useful Links:

- Organisation Profile: <https://thinkpacific.com/action-project-namosi-retreat/>
- Website: <http://namosieco.com/about-us/>
- Facebook Page: <https://www.facebook.com/namosieco/>

Further Questions

Are there any questions you would like to ask Namosi Eco Retreat to assist in completing this project?

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