Content Library Guide
Tourism Industry

What is the Destination NSW Content Library?
The Destination NSW Content Library is the storage and distribution hub for high-quality images, captivating footage and editorial copy showcasing NSW destinations and events. It's an excellent resource for partners, media, government and tourism industry third parties and it is regularly updated with new content.

When would I need to use the Destination NSW Content Library?
When you need NSW destination or event content for use in print or digital projects, for the media, for social media posts, reports, press releases, documents or presentations.

What do I need to know about content I cannot use or share?
The content on the Destination NSW Content Library comes from a variety of sources and as a result there are various restrictions and usage conditions. To use any items from the Content Library, you must first register for an account using your work email address.

Usage terms and conditions can be found via content.destinationnsw.com.au/site/terms.me

A snapshot of terms and conditions below:

- Images
    - For images licensed and sourced from a tourism business or organisation, at no cost to Destination NSW, strict usage conditions apply
    - Some images have an expiry date and may be archived due to contracts with photographers, talent or third-party businesses and organisations. Items may also be archived at any time because of changes to the landscape (e.g a building in the background of an image has been demolished or a new development has been built), or a business has closed or evolved into a new business, or if the content is deemed outdated
    - Crediting is **mandatory** for all image use, this can be found via 'mandatory credit' when viewing an image.

- Video
    - **Highlight videos** contain evergreen postcard footage of each region and experience, pre-edited to 1-2 minute highlights. These highlights are packaged ready to use with a licensed music soundtrack; the audio track cannot be edited
    - **Compile videos** contain long-play postcard selects of each region and experience and are perfect for further editing
    - **Social media videos** are edited to a 1:1 square format and are cut to 15 second highlights of key regions and pillars. These social media videos are packaged ready to use with a licensed music soundtrack, the audio track cannot be edited
    - Crediting is not mandatory for video content use.

- Editorial Copy
  - Copy is correct at time of release on the Content Library. It is regularly audited and updated if required for accuracy
  - Crediting is not mandatory for written copy use.

Is there a right or wrong way to use Destination NSW content?
Yes

- You are responsible for providing all relevant information regarding how the content is going to be used. Your provided information is used to review, approve and issue a license for use. Any usage outside of the information provided is considered a breach of copyright

- Assets cannot be ordered on behalf of an unregistered third party who has not agreed to the Content Library's terms and conditions. To send images to a third party, please use the Teambox feature (*see page 13*).

Can I keep content after I use it?
No

- Due to licensing and copyright restrictions, image, video and copy items cannot be stored on a computer or server outside the Destination NSW Content Library, or used in any other library once it has been used for your project

- Always delete image, video and copy items from your hard drive after use. If you need to keep a reference of what was used in a project, use the Teambox to save a PDF of the items. The requested items can also be viewed on your **Orders** page.

**What if they need to be used again?**

- Content must be reordered and permission sought for every use, even if you have ordered the item before

- When content is used in ongoing communications, such as in websites, they must be regularly reordered every six months to ensure only the newest content is used and no items are outside their expiry date.

Quick Tip: keep a record of the item numbers used, and this will assist when reordering images for use. This information can also be obtained from your orders page. Another way to keep a record of assets used for a project is to add them to a Teambox.

Do I have to credit images?
Yes

- Credit is provided for each image in the *mandatory credit* field
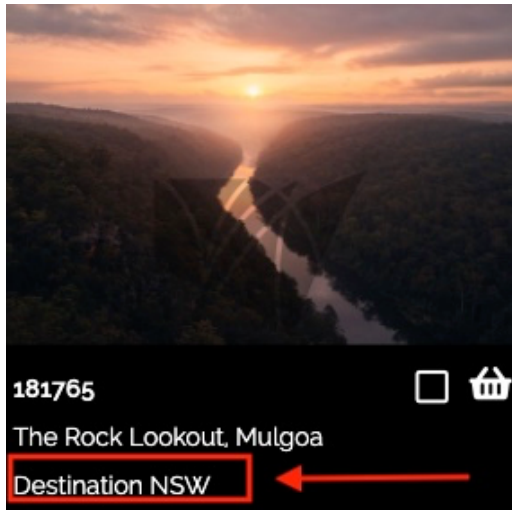
Mandatory credit field showing underneath the title of an item on the results page

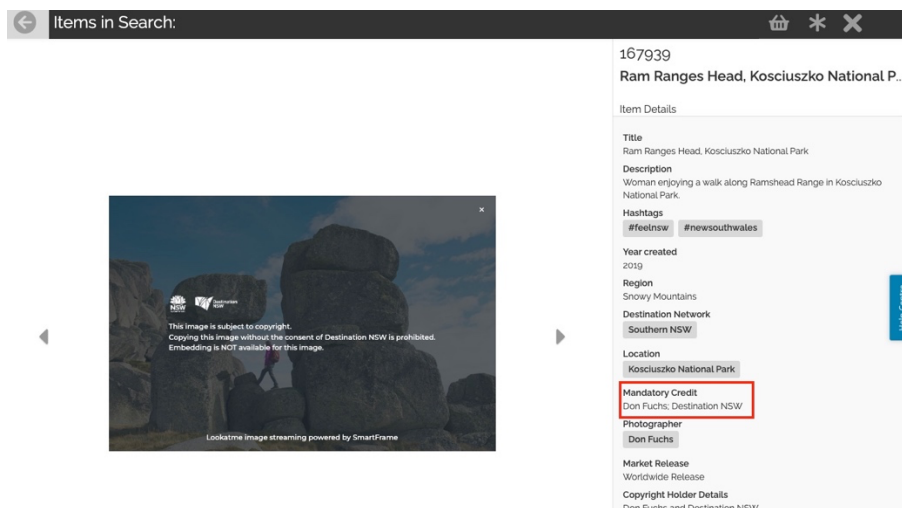*Mandatory credit field highlighted in the item details of an item when opened on the library*

- The Content Library also holds assets that are held in joint copyright with the creator, or have been licensed for distribution from the copyright owner. **Licensed and joint copyright images** must be credited on use. For joint copyright items, credit must be provided to both the creator and Destination NSW
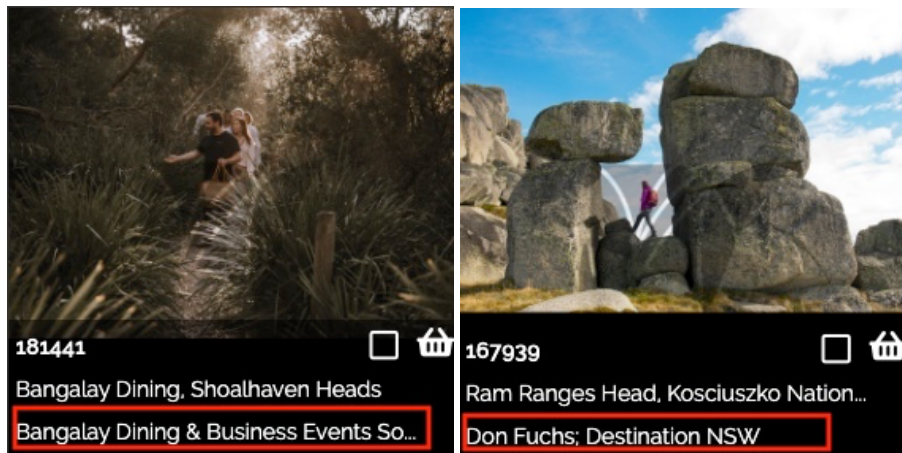
Mandatory credit field shown underneath the title of a licensed image (left) and joint copyright image (right) on the results page
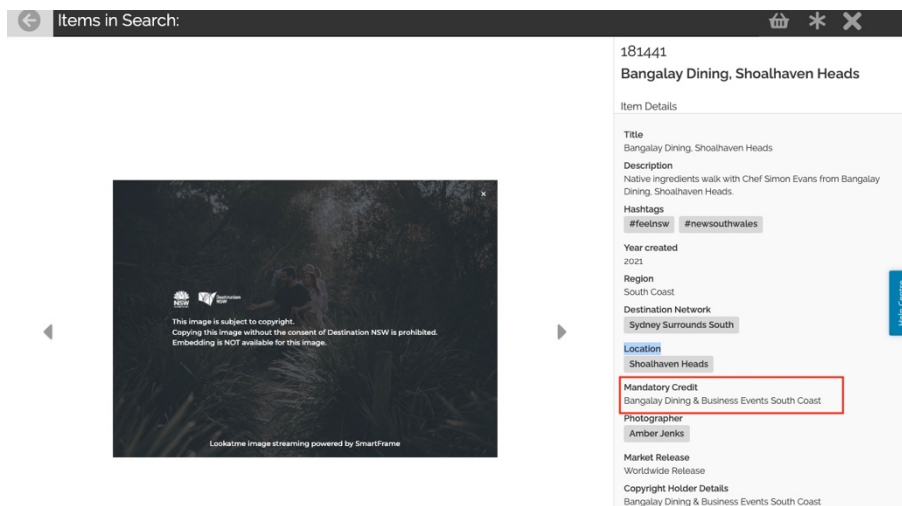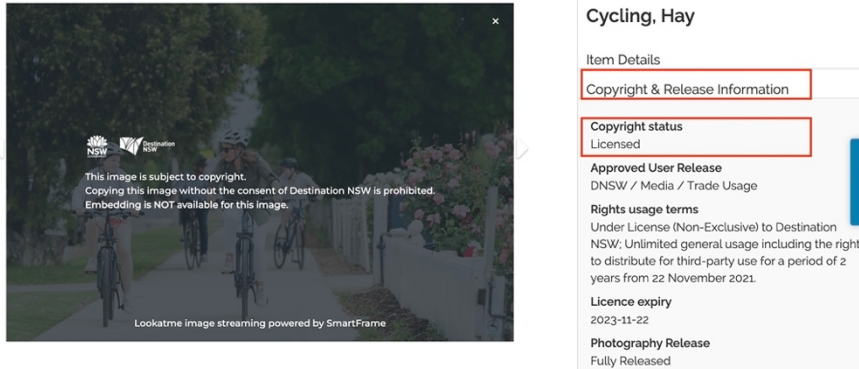

*Mandatory credit field highlighted in the item details of a **licensed** image when opened on the library*

*Mandatory credit field highlighted in the item details of a **joint copyright** image when opened on the library*

- The copyright status of an item can also be checked by opening an item and expanding the Copyright & Release Information tab. Copyright status will show either 'Destination NSW copyright', 'Licensed', or 'Joint Copyright'.

181392
Cycling, Hay

Item Details

Copyright & Release Information

Copyright status
Licensed

Approved User Release
DNSW / Media / Trade Usage

Rights usage terms
Under License (Non-Exclusive) to Destination NSW; Unlimited general usage including the right to distribute for third-party use for a period of 2 years from 22 November 2021.

Licence expiry
2023-11-22

Photography Release
Fully Released

Copyright status in the Copyright & Release Information tab

Do I have to credit video and editorial copy?
No. Mandatory crediting is not necessary for video and editorial copy.

IMPORTANT: **The mandatory credit and item title are not the same. If you are not sure about who or when to credit, please email content.library@dnsw.com.au.**

Can I edit editorial copy?
Yes, editorial copy is available in word doc format to allow editing.

Can I order on behalf of a third party?
No
- Assets on the Content Library can only be viewed, ordered and downloaded for projects by registered users who have agreed to the terms and conditions of use

- If you receive requests, please direct third-party stakeholders to register their own account on the Content Library, to agree to the terms and conditions of use, make their own requests and receive library notifications

- If you need to collaborate with a third party, items can be sent via the Teambox feature. Third-party users must be registered to view, order and download the items.

Can I use Destination NSW content on social media?
In certain circumstances.

- The only permitted third-party social media platforms items can be uploaded to are Facebook, Instagram, Linked In, Twitter, WeChat, Weibo and conferencing platforms

- Social media videos are packaged with a licensed music soundtrack and ready to use. They cannot be edited

- Tag Sydney content with our official hashtags: #ilovesydney and #feelnewsydney with the @Sydney page tagged

- Tag Regional NSW with our official hashtags: #newsouthwales and #feelnsw with the @VisitNSW page tagged

- Tag Vivid Sydney with our official hashtag: #vividsydney hashtag with the @VividSydney page tagged

- You can find curated content edited specifically for social media use in the album '*SOCIAL MEDIA: Images and video (1:1, 4:5 and 9:16)*'. See also 'Advanced Social Media search'.
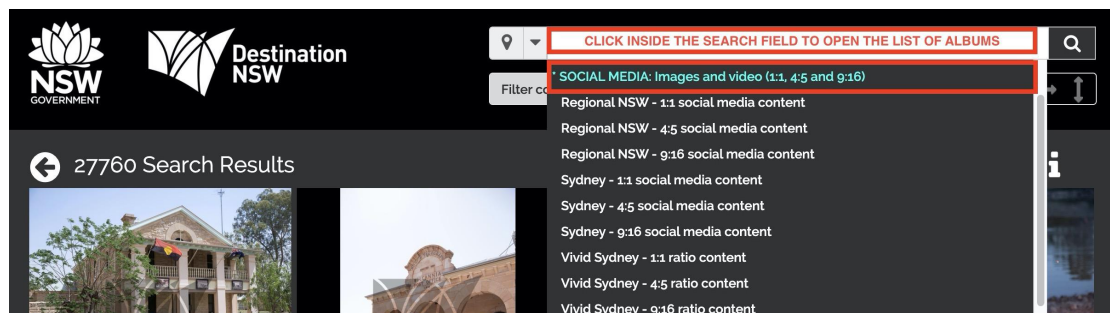
Social media category and albums expanded

How do I search for content?

Some handy information before getting started:
- The newest content uploaded to the content library will appear first in your search results

- Content is uploaded to the library in the highest resolution/specs available. With the exception of pre-sized social media-ready items:
  - most images are at minimum A4 - A3 in dimension at 300dpi or greater
  - most videos are at minimum HD 1080 MP4 or greater

- Editorial copy is available as .doc files to allow ease of editing.

There are multiple search methods on the content library:

1. **Search using keywords**: enter a keyword into the search field at the top of the page. Try alternative versions of the keyword. For example: hike, hiking, bushwalking.
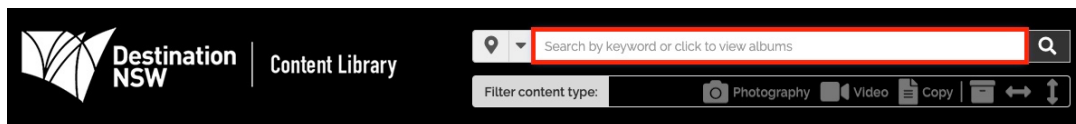
Content Library search field

You can add as many keywords into this field to help you narrow your results. Simply hit enter after the first keyword (it will highlight in green) and then type in your new keyword underneath.
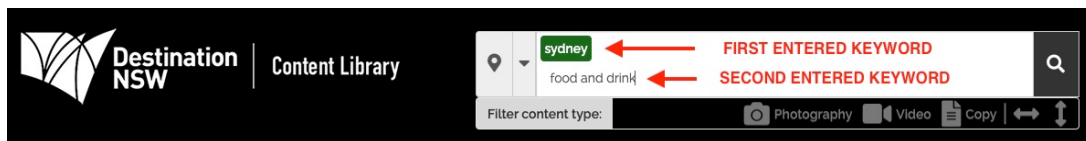
Entering in multiple keywords into the search field

To remove an added keyword, simply click on the highlighted keyword to broaden the results again.

2. **Search by regions**: click on the location icon on the left of the search bar to view the list of regions available.

   Once a region is selected, you can add keywords to search assets by region. Click on the highlighted region or keyword to remove it as a search term.
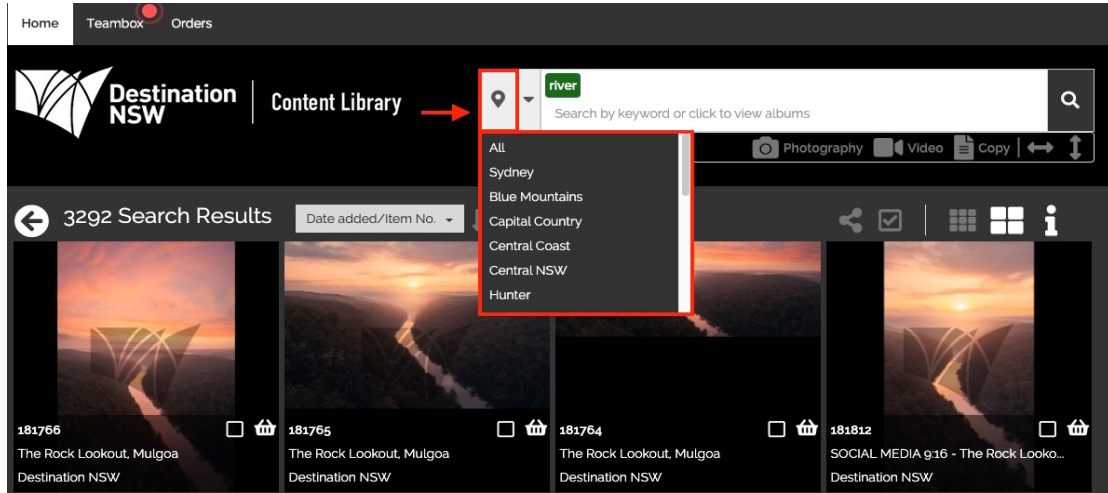

Searching by region
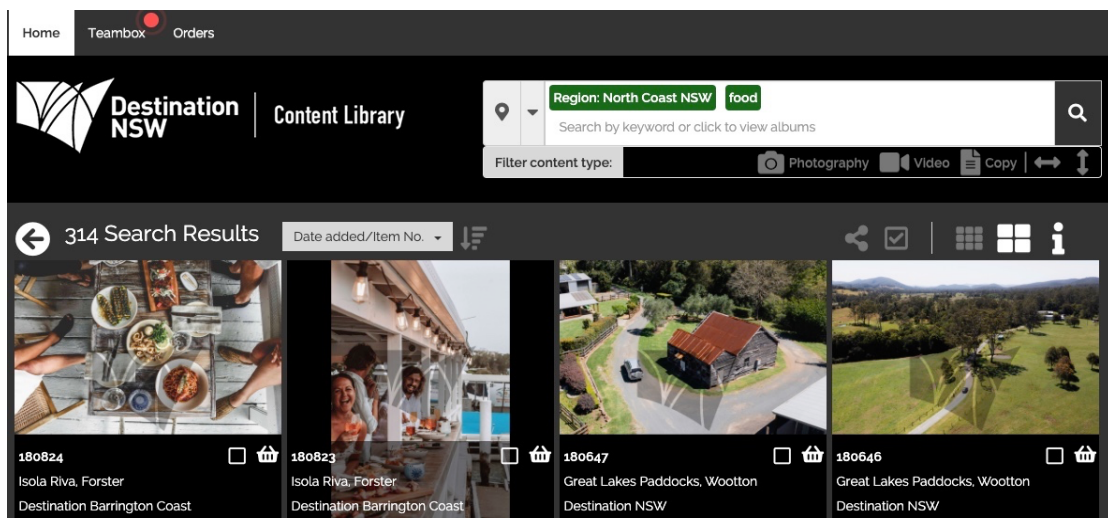
Searching by region and keyword

3. **Category and album search**: to search by events, destinations, themes or content type, click inside the search bar to generate the category menu and click on a category to show albums.

- The latest shoots can also be found under the *Recently Added* category
- Editorial content is also available to all users under '*MEDIA: Feature Articles'
- Album search can be combined with other search features such as region, keyword and advanced search, but it must be the first search conducted.

Example albums:

- Category: NSW Events → Album: Vivid Sydney
- Category: NSW Regions → Album: Blue Mountains
- Category: Regional NSW → Album: Conferencing in NSW
- Category: * VIDEO CONTENT Postcard Footage of New South Wales → Album: *NSW – Highlight Videos
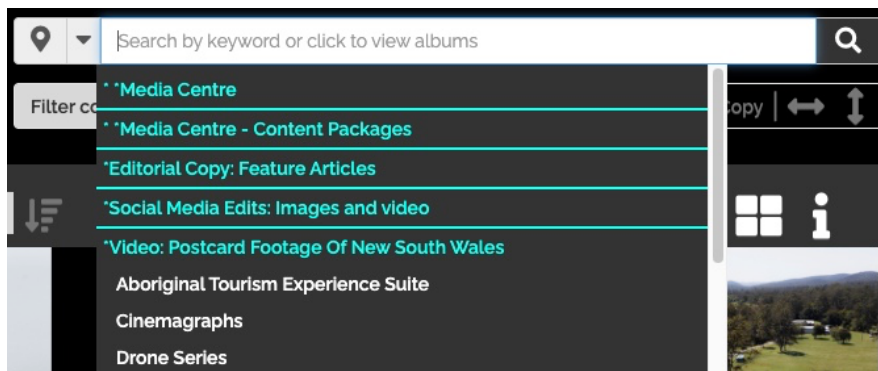
Category and album menu

To view another album or clear the album search, click on the album name to remove it as a search term:

Removing album searches

4.   **Using Advanced Search to refine results:**

Advanced keyword search
Include or exclude specific keywords by using the **Advanced Search** icon to the left of the search field.

- To search for a specific keyword, type the keyword(s) into the **Keyword** field and click on the **+** button
- To exclude a specific keyword, type the keyword(s) into the **Keyword** field and click on the **-** button.

E.g. 'Sydney Harbour' **-** 'Vivid' will return items tagged Sydney Harbour with all Vivid Sydney items removed
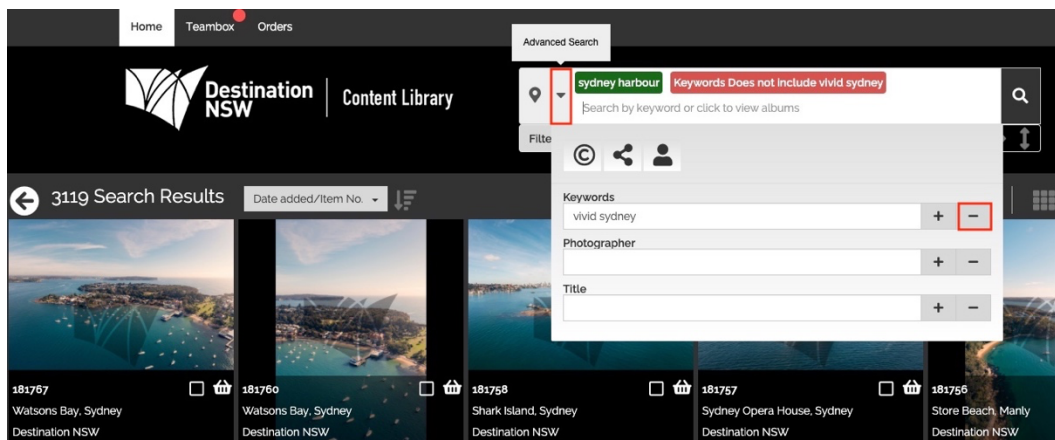
Using advanced search to include and exclude keywords

The exclude keyword function is also useful to clear unrelated search results, particularly when keywords are multiple words. For example, searching for South Coast can also pull up North Coast content.

Other examples of common exact term searches are Blue Mountains/Snowy Mountains.
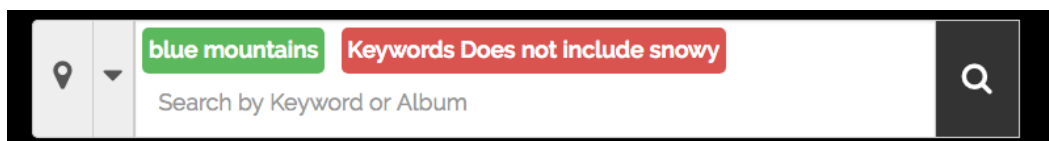
Using advanced search to eliminate unrelated items with common keywords

<u>Advanced photographer search</u>
Do you like a particular photographer's style? By using the photographer field when searching for a term/region/album covered by multiple photographers, you can narrow the results to a specific name.

The photographer of an image item can be identified by opening an image and viewing the Photographer details under the Image Details tab:
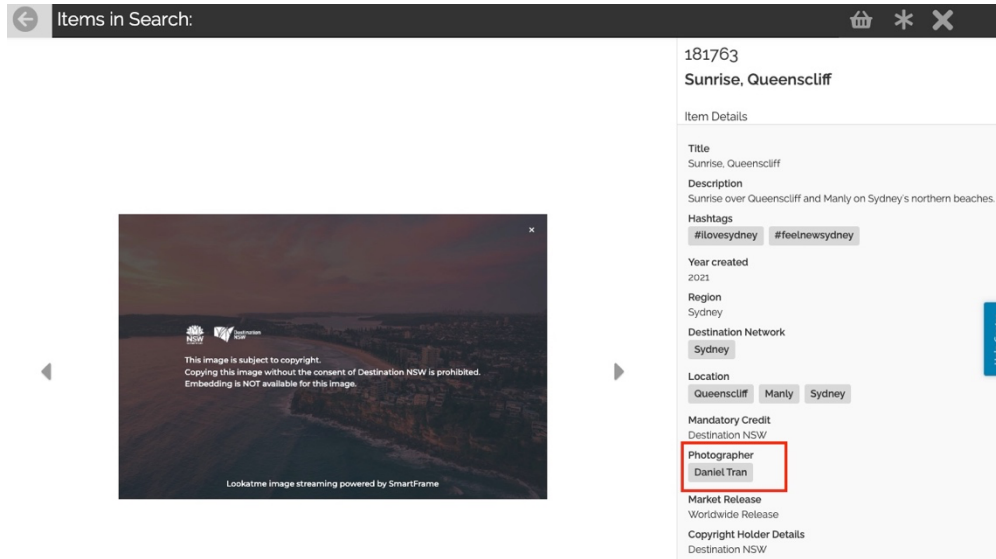
Photographer field highlighted in the item details of an item when opened on the library

- To search for a specific photographer, type the name(s) into the **Photographer** field and click on the **+** button
- To exclude a specific photographer, type the name(s) into the **Photographer** field and click on the **-** button.

For example:
- Album: Sydney > Sydney Icons
- Photographer: Daniel Tran
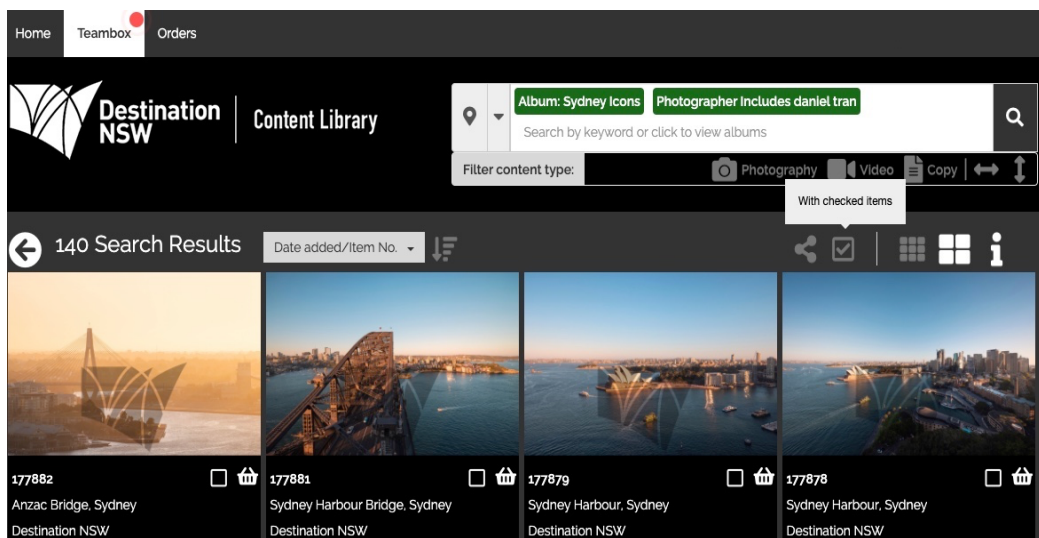
Combining an album search with a photographer using advanced search

Advanced Social Media search

Social media assets come in three aspect ratios: 1:1, 4:5 and 9:16, as well as two ratios for video conferencing backgrounds: 9:16 (Zoom) and 16:9 (Zoom). To locate items of a specific ratio, click on the Advanced Search icon, and then the Social Media icon, followed by the desired ratio:
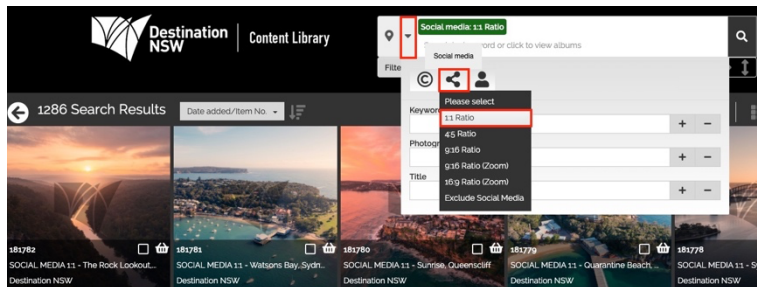
Using Advanced Search to refine results by Social Media ratio

To exclude content edited for social media, click on 'Exclude Social Media'.

Quick Tip: Social media video assets cannot be edited as they are packaged with a licensed music soundtrack.

5.   **Filter search results by content type**: to refine by content type, click on the desired content type underneath the search field:
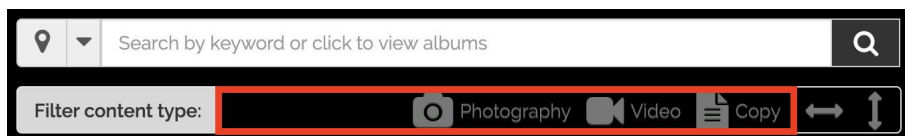
Filtering by content type

6.   **Filter search results by orientation**: to search by orientation (landscape or portrait), click on the landscape or portrait arrow icons below right of the search bar:
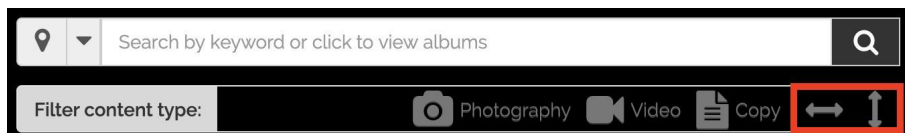
Filtering by orientation

What is the best way to save and edit my choice of selected items?

You can create a Teambox to store a collection of images, video and copy you have selected to help you decide which ones you would like to order. You can then add or delete items from your Teambox as you fine-tune your order

To create a Teambox, click on the **Teambox** tab and click **New**. Give the Teambox a descriptive name and click **OK:**
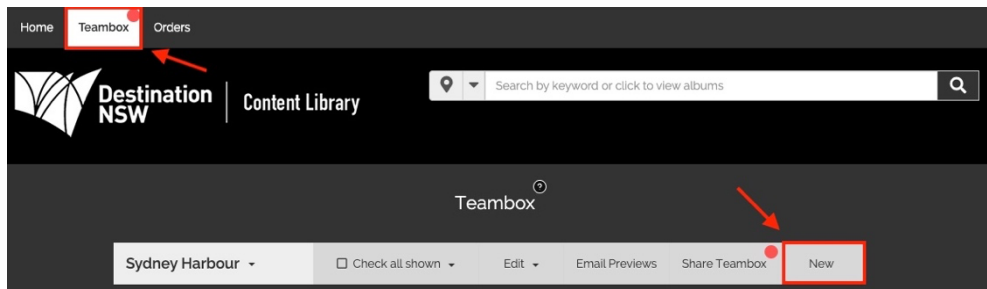

Creating a new Teambox

To add content to the Teambox, click on an item and click the ***** button in the top right-hand corner and select the Teambox you want to save it to:
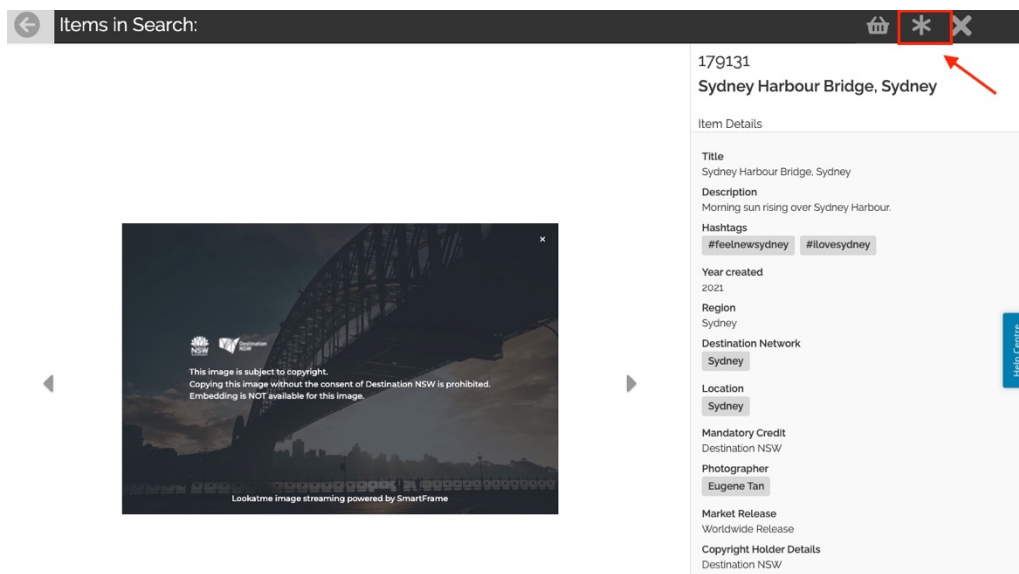
Adding an item into a Teambox when the item is being viewed

Items can also be added to the Teambox directly from the search results. Tick the checkbox of the item you would like to add, then under 'With checked items', click on 'Add to Teambox':
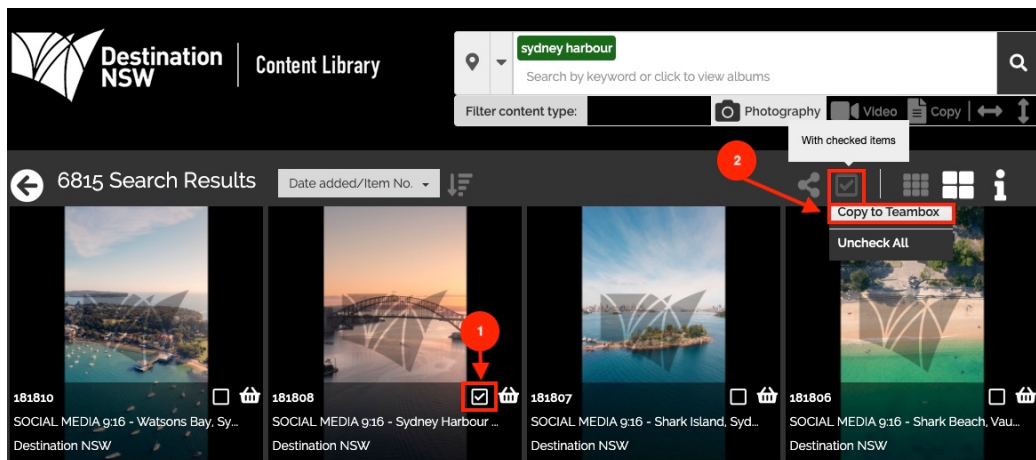
Adding an item into a Teambox from the search results
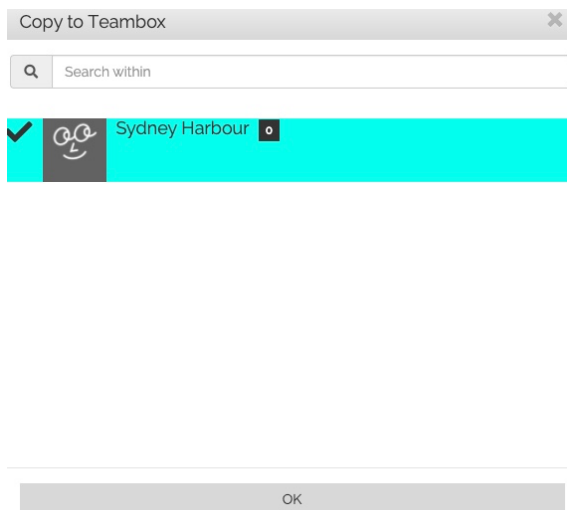
Selecting the Teambox from the pop-up menu when it appears

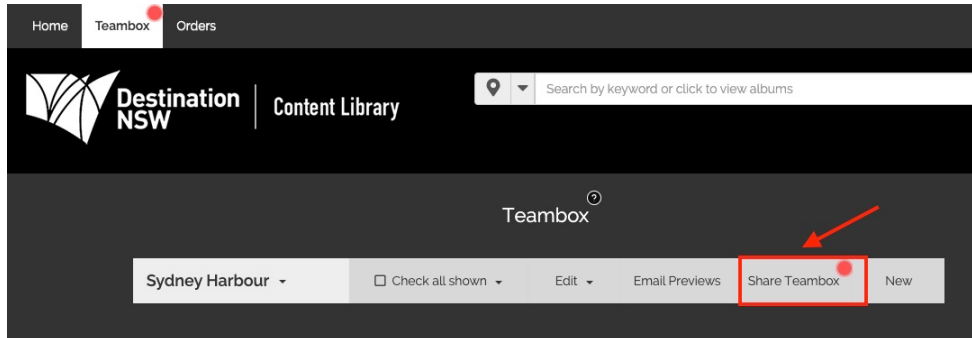To delete assets from a Teambox, click on the bin icon underneath the image:
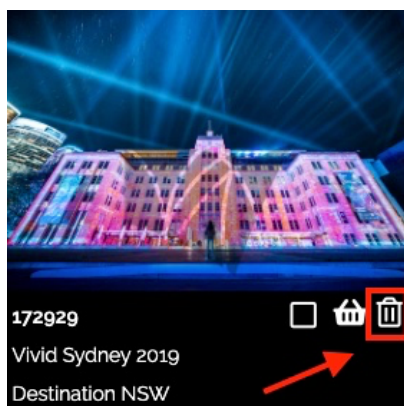
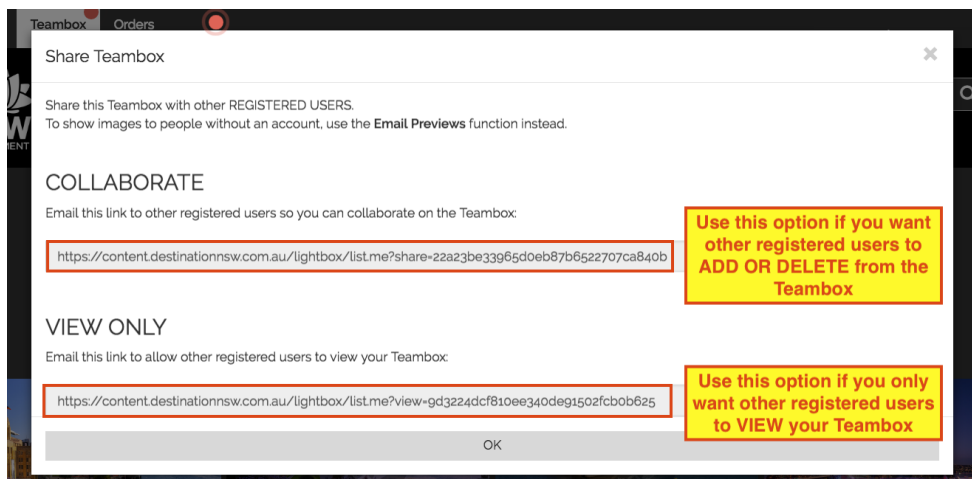*Deleting an asset from a Teambox*

Can I share my teambox?
Yes

A Teambox also allows users to invite other registered users to collaborate on a selection of items from the Content Library.

To collaborate, select your Teambox and then click on 'Share Teambox':

Sharing a Teambox

There are two ways users can collaborate in Teambox:
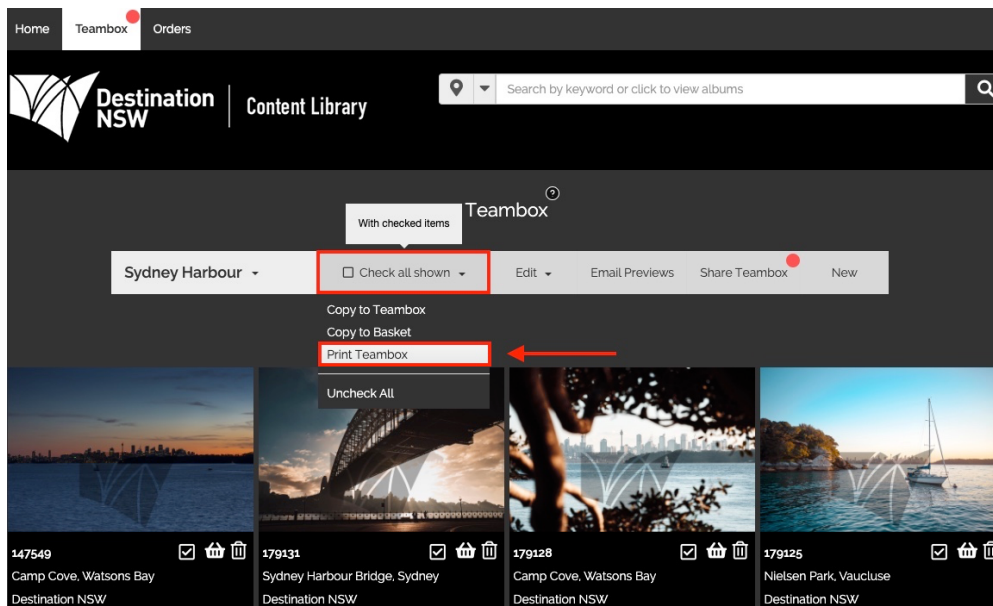

Sharing a Teambox

- Collaborate: invited users can add and remove items and order images for use, by adding items to their basket. Your Teambox will also be updated with their changes
- View only: invited users can view items only and order images for use, by adding items to their basket.

To send a Teambox to an unregistered user, use the 'Email Previews' feature. An email will be sent from the Content Library to an email recipient with thumbnail previews:
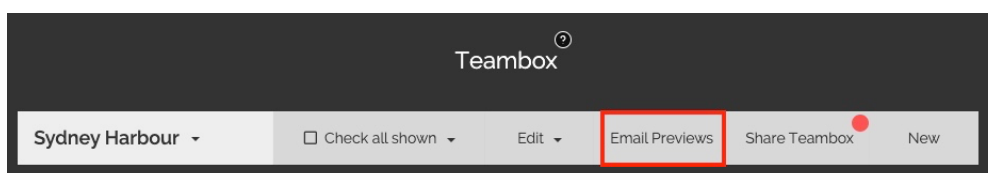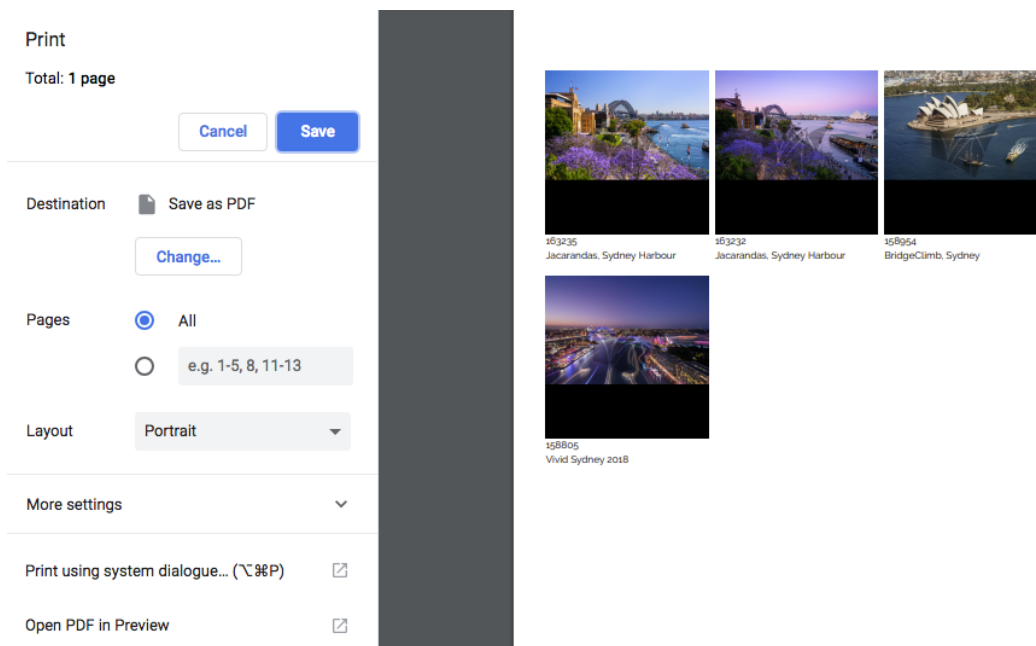

Sending an email preview to an unregistered user

You can also select items from your Teambox and print them out as a contact sheet. To do so, checking the box on the item, click on 'With Checked Items', then click 'Print Teambox'. To save as a PDF, change the printer Destination to 'Save as PDF':
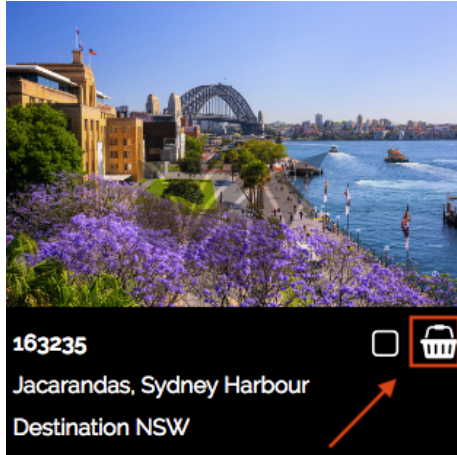

Printing a Teambox

Saving images into a PDF contact sheet from Teambox

Quick Tip: Teambox will only print, save or email visible items. Please scroll down in the Teambox for the system to reveal all items.

How do I order content?

There are two ways:

1.   From the search results, click on the basket icon appearing on each item:

Placing an item into the order basket

2.   Open the item and click on the basket icon to move it into your basket.
        Click on the basket icon in the search results:

Placing an item into the order basket

●   When you are ready to order, click the **basket icon** on the top right corner of the page and then click **order**. You can order up to 20 items at one time

- Your basket shows all the items you have selected. You can remove an item from your basket at any time
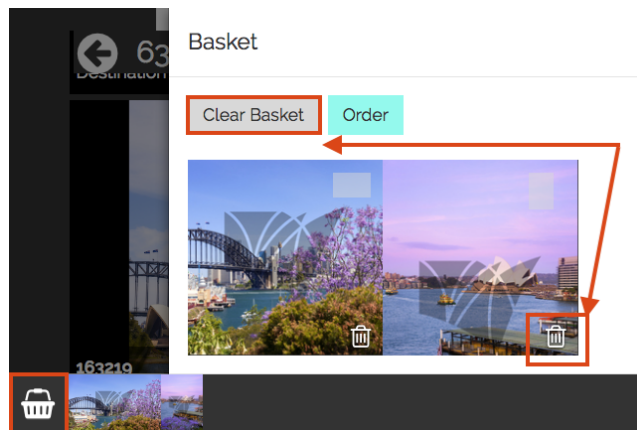
Clearing the order basket

- Next, you must fill in the project details in the order form. Once approved, you will be sent an email by the content library team and the items will be available to download on your Orders page
- Select the order number and follow the prompts to download your order. If you have ordered several items please allow a few moments for the order to be processed.

Ordering content:

- Content can only be used in the manner stated in the original order
- Destination NSW content library staff approve each content order manually within one business day
- The information provided on the order form, combined with the restrictions placed on the content, determine whether the item is approved for use.

<u>Important reminders when ordering and sharing content:</u>

● Always add credits to images and use our official hashtags when posting to social media
● Remember to delete the items from your server/download folder (or the folder you use to store content) once you have used them. They must not be used again without a new order
● When sending content to third parties, please only send via a Teambox
● For terms and conditions of use, visit https://content.destinationnsw.com.au/site/terms.me.

For further assistance using the Content Library, expand the blue Help Centre tab located on the right side of the interface to access the User Guide:
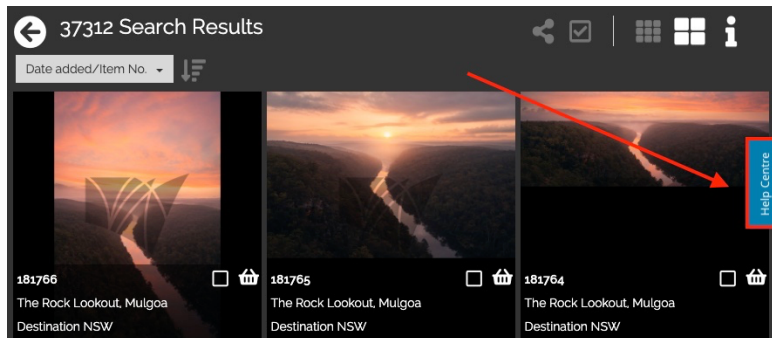
Help Centre tab
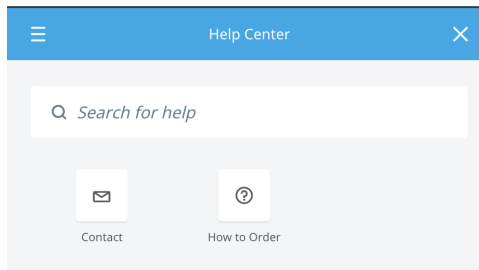
Help Centre menu expanded

Don't forget, you can always ask the Content Library team for advice or help regarding your content searches.

Contact Information

All general enquiries: content.library@dnsw.com.au

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